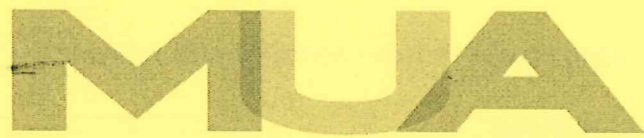


The
Management
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POST GRADUATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

DEGREE OF MASTER OF BUSINESS ADMINISTRATION

MBA 508: STRATEGIC MANAGEMENT INFORMATION SYSTEMS

DATE: 28TH MARCH 2024

DURATION: 3 HOURS

MAXIMUM MARKS: 60

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **FOUR (4)** questions.
4. Question **ONE** is **compulsory**.
5. Answer any other **TWO** questions.
6. Question **ONE** carries **30 MARKS** and the rest carry **15 MARKS** each.
7. Write **all your answers in the Examination answer booklet provided**

QUESTION ONE

Read the Case Study below carefully and answer the questions that follow:

Global.Inc systems

At Global.Inc systems for controlling crowds, the systems consist of data from bookings and hotel reservations, satellite weather data, historic attendance data for the date being analyzed, and images of crowds from video cameras stationed at key locations throughout the park. Computers store these data and use them to calculate projected total attendance for a specific date as well as attendance figures and wait times for each ride and restaurant at various times during the day. The systems indicate which rides or attractions are too overcrowded, which have spare capacity, and which can add capacity. The system provides meaningful information such as the number of guests attending on a particular day or time period, the average wait time per ride, the average number of restaurant and shop visits, the average number of rides guests squeezed into a single day's visit, and the average amount spent per customer during a specific time period. Such information helps Global.Inc management gauge the theme park's overall efficiency and profitability.

Required:

- a) Using the narrative above, identify specific activities and categorize them in relation to information system activities **(10 Marks)**
- b) Explain FIVE environmental actors that interact with Global.Inc and its Information Systems **(10 Marks)**
- c) Discuss five challenges Global.inc would face in upgrading their Management Information Systems **(5 Marks)**
- d) Discuss why Global.Inc should carry out Management Information System Audit **(5 Marks)**

QUESTION TWO

- a) Mega, a leading local commuter coach services have been in the top ranks for more than 20 years since its operations nationwide. In view of global economic turmoil which will have tremendous impact on the national economy as well, Mega

believes that the company should be more effective in their services operations. One of the ways is to be selective in their services: destinations, frequency and resource allocation. You are the Chief Information Officer of Mega. With your vast knowledge of how information systems can provide critical information to assist the company to be more effective, prepare a proposal to the top management. Your proposal should highlight what type (s) of information systems that should be implemented and describe the system(S) functions in detail. **(10 marks)**

- b) You are a consultant who has been engaged to advise an organization on the development of an MIS strategy. Discuss how information technology and systems could be used to manage competitive forces. **(5 Marks)**

QUESTION THREE

- a) "A key requirement in today's business environment is the ability to communicate more effectively, both internally with employees and externally with the trading partners and customers". Explain the nature of the communication infrastructure required to support such a communication as stated. **(10 Marks)**

- a) Discuss how from an economic point of view, information systems technology can be seen as a factor of production that can be freely substituted for capital and labor. **(5 Marks)**

QUESTION FOUR

- a) Assess the five main moral dimensions that tie together ethical, social, and political issues in an information society. **(10 Marks)**
- b) Explain five key technology trends that have heightened the ethical stresses on existing social arrangements and law. **(5 Marks)**

