The Management University of Africa

Sponsored by the Kenya Institute of Management

POST GRADUATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

DEGREE OF MASTER OF BUSINESS ADMINISTRATION

MBA 508: STRATEGIC MANAGEMENT INFORMATION SYSTEMS

DATE: 29TH MARCH 2022

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:

Information System in Restaurant

A waiter takes an order at a table, and then enters it online via one of the six terminals located in the restaurant dining room. The order is routed to a printer in the appropriate preparation area: the cold item printer if it is a salad, the hot-item printer if it is a hot sandwich or the bar printer if it is a drink. A customer's meal check-listing (bill) the items ordered and the respective prices are automatically generated. This ordering system eliminates the old three-carbon-copy guest check system as well as any problems caused by a waiter's handwriting. When the kitchen runs out of a food item, the cooks send out an 'out of stock' message, which will be displayed on the dining room terminals when waiters try to order that item. This gives the waiters faster feedback, enabling them to give better service to the customers. Other system features aid management in the planning and control of their restaurant business. The system provides up-to-the-minute information on the food items ordered and breaks out percentages showing sales of each item versus total sales. This helps management plan menus according to customers' tastes. The system also compares the weekly sales totals versus food costs, allowing planning for tighter cost controls. In addition, whenever an order is voided, the reasons for the void are keyed in. This may help later in management decisions, especially if the voids consistently related to food or service. Acceptance of the system by the users is exceptionally high since the waiters and waitresses were involved in the selection and design process. All potential users were asked to give their impressions and ideas about the various systems available before one was chosen.

Required:

a) In the light of the system, describe the decisions to be made in the area of strategic planning, managerial control and operational control? **(9Marks)**

b) Discuss in detail the information would you require making such decisions in question (a) above? **(4Marks)**

c) Propose how you would make the system a more complete MIS rather than just doing transaction processing. **(8Marks)**

d) Examine probable effects that making the system more formal would have on the customers and the management. **(9Marks)**

QUESTION TWO

a) Discuss in details the following types of information systems as applied in Business: **(8 marks)**

(i) Transaction process system.
(ii) Management information system.
(iii) Decision support system.
(iv) Executive support system.

b) Describe four trends in the global business environment that have made information systems so important **(7Marks)**

QUESTION THREE

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. **(6 Marks)**

b) Enterprise applications are systems that span functional areas, focus on executing business processes across the business firm, and include all levels of management. Evaluate Four Enterprise applications **(9Marks)**

QUESTION FOUR

a) Asses four generic strategies used to manage competitive forces, is enabled by using information technology and systems. **(8Marks)**

b) Explain the following terms as applied in information systems security **(7Marks)**

(i) Worms
(ii) Trojan horse
(iii) Cybervandalism
(iv) Spoofing
(v) Denial of service (DoS) attacks
(vi) Phishing
(vii) Click fraud