UGANDA MARTYRS UNIVERSITY

FACULTY OF BUSINESS ADMINISTRATION AND MANAGEMENT

SUPPLEMENTARY/SPECIAL EXAMINATIONS

Course: Management of Information Systems and e-business
MBA Part Time- Year I

Date: Monday, 23rd August 2004
Time: 6.00pm – 9.00 pm

Instructions:

Answer **ANY FIVE** questions
All questions carry equal marks
Time allowed: 3 hours

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1. Information can be said to have a number of different characteristics that can be used to describe its quality. The differences between good and bad information can be identified by considering whether or not it has some or all the attributes of information quality. Given the following dimensions, outline the various attributes of information quality for each:

    i)   Time
    ii)   Content
    iii)   Form

2. a) Business organisations normally have access to a resource base that supports their activities. In light of the above statement, distinguish between physical resources and conceptual resources, using examples;

    b) Explain the difference between structured and unstructured decisions as far as managerial decision-making is concerned.

3. a) Management levels can be categorised in 3 main categories, namely: Strategic, Operational and Tactical levels. Using real life examples, explain the decision types taken at each category.

    b) What do you understand by the term "Bespoke development" as regards acquisition of information systems and what are its disadvantages?

4. a) What do you understand by the term "Value Chain Analysis"?

b) Information Systems have been known to increase the strategic advantage of a business. Explain how information systems increase strategic advantage in the following ways:

    a) improving operational efficiency
    b) raising barriers to entry
    c) locking in customers and suppliers
    d) promoting business innovation
    e) increasing switching costs

5. Match each item to the correct statement:
    a) input   1 – provides info concerning the performance of a system
    b) process   2 – describes exchanges between the system and its environment
    c) output   3 – converts raw materials into a finished product
    d) feedback   4 – contains everything outside of the system
    e) control   5 – defines the scope of the system
    f) boundary   6 – examples include raw materials, energy or labour power
    g) environment   7 – examples include information, a product or service
    h) interface   8- adjusts the performance of the system

6. a) Explain the fundamental differences between "the Internet" and the "World Wide Web (WWW)"

b) An Internet presence is now seen as a vital business tool for e-commerce, given the number of consumers and companies accessing the World Wide Web. Discuss any 4 ways in which a business may benefit from an Internet presence;

7. a) What do you understand by the term "Rapid Applications Development (RAD)"?

b) Outline any 5 advantages of RAD over the traditional development models like the Structured Systems Analysis and Design Method (SSADM)

Good Luck!