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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATIONS, 2022/2023 ACADEMIC YEAR
THIRD YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF BUSINESS AND
INFORMATION TECHNOLOGY**

SPECIAL EXAMINATION

KBA 2302 - FINANCE & BUSINESS INFORMATION SYSTEMS

Date: 13th December, 2022

Time: 2.30pm – 4.30pm

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE COMPULSORY (30 MARKS)

- a) Define the following terms:
- i) Data
 - ii) Information
 - iii) Information system
 - iv) Management information system (MIS)
 - v) Enterprise Resource Planning System (ERP)
- [5 Marks]
- b) Based on Anthony's classification of Management, information used in business for decision-making is generally categorized into three types. Explain these 3 categories of information.
- [6 Marks]
- c) Explain three direct and three indirect advantages of Enterprise Resource Planning Systems.
- [6 Marks]
- d) Outline six services that may be provided by an enterprise application.
- [6 Makes]
- e) Explain the role played by the AIS in a company's value chain and discuss ways that the Accounting Information System (AIS) can add value to a business.
- [7 Marks]

QUESTION TWO (20 MARKS)

- a) Define e-business and e-marketing, and list the opportunities e-marketing presents. [10 Marks]
- b) Describe some of the challenges associated with online marketing and e-business. [10 Marks]

QUESTION THREE(20 MARKS)

- a) An ERP is an integrated, real-time, cross-functional enterprise application, an enterprise-wide transaction framework that supports all the internal business processes of a company. Describe the core business processes supported by ERPs. [10 Marks]
- b) Describe the Porter's Value Chain model and outline how information systems can be used to support the value chain. [10 Marks]

QUESTION FOUR (20 MARKS)

- a) Business in Kenya have slowly been adopting E-business and online marketing. Discuss the challenges associated with online marketing and e-business. [10 Marks]
- b) Quality information is essential for decision making in an organization. Discuss the most essential characteristic features for information quality. [10 Marks]

QUESTION FIVE(20 MARKS)

- a) Discuss direct and indirect advantages of Enterprise Resource Planning Systems [10 Marks]
- b) Business Continuity Planning (BCP) or Business Continuity and Resiliency Planning (BCRP) creates a guideline for continuing business operations under adverse conditions such as a natural calamity, an interruption in regular business processes, loss or damage to critical infrastructure, or a crime done against the business. Explain five objectives of BCP. [10 Marks]