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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR**  
**FIRST YEAR, SECOND SEMESTER EXAMINATION**  
**FOR THE DIPLOMA IN ACCOUNTING**

Date: 9<sup>th</sup> December, 2024

Time: 2.30pm –4.30pm

**DIT 1011 - MANAGEMENT INFORMATION SYSTEMS**

**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

- a) A Manufacturing company is facing challenges in coordinating its operations and is considering implementing a Management Information System (MIS) to improve efficiency. Based on your understanding of MIS, explain how MIS could assist the Manufacturing Company in improving operational efficiency. (6 Marks)
- b) A small business owner is planning to set up an MIS for it is business. Additionally, the proprietor needs to understand how MIS components work together to support business processes. Describe the MIS components the proprietor will consider first during his requisition exercise. (6 Marks)
- c) A retail store wants to understand the benefits of an MIS before investing in it. Citing two different types of information systems, discuss how MIS can contribute to better decision-making and overall business success for the retail store. (6 Marks)
- d) A financial institution is facing ethical concerns regarding data privacy and intellectual property related to its MIS. Explain how the financial institution can address these ethical concerns. (6 Marks)
- e) An IT manager is tasked with managing an MIS project for a large organization. How can Systems Development Life Cycle (SDLC) methodology be used to ensure the successful completion of the project? (6 Marks)

**QUESTION TWO (20 MARKS)**

- a) A marketing firm is considering how MIS could support its finance, marketing, and operations functions. In line with the outlined key business functions, explain three types of management information systems the firm can deploy and employ in order to realize greater functional productivity. (6 Marks)
- b) A company wants to gain a competitive edge in the market using information systems. Using Porter's Competitive Forces Model, explain how MIS can be integrated in marketing to create competitive edge. (6 Marks)
- c) A company wants to restructure its decision-making and strategy using MIS. Using the management pyramid diagram, describe how MIS supports decision-making, organizational structure, and strategy. (8 Marks)

### **QUESTION THREE (20 MARKS)**

- a) A logistics company is looking to integrate its business processes using enterprise systems. Define enterprise systems and discuss their role in integrating business processes. (4 Marks)
- b) A customer-facing company is considering a Customer Relationship Management (CRM) system to enhance its operations. Describe the role of CRM systems in improving customer relationships and operations in the company. (8 Marks)
- c) A retail chain wants to implement a Business Intelligence (BI) system to improve data-driven decision-making. Explain how Business Intelligence (BI) and data analytics can support data-driven decision-making. (8 Marks)

### **QUESTION FOUR (20 MARKS)**

- a) An IT manager is tasked with managing an MIS project for a large organization. Discuss the role of project management in MIS projects. (6 Marks)
- b) A large company is experiencing frequent system issues and is considering different maintenance strategies. Elucidate how corrective, adaptive, and preventive maintenance can help the company maintain system functionality. (6 Marks)
- c) A company is debating whether to manage its IT resources in-house or outsource them. Compare and contrast outsourcing vs. in-house management of IT resources. (8 Marks)

### **QUESTION FIVE (20 MARKS)**

- a) An online store is concerned about the security of its e-commerce platform and payment systems. Discuss the architecture, models, and platforms of e-commerce systems. (8 Marks)
- b) A medium-sized company recently experienced a data breach and wants to improve its information system security.
- i) Describe three clear information security threats the company faced to cause the data breach. (6 Marks)
- ii) Explain three key data security best practices the company can put in place to curb the breaches and improve data security. (6 Marks)