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KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR
FIRST YEAR, SECOND SEMESTER EXAMINATION
FOR THE BACHELOR OF BUSINESS AND INFORMATION TECHNOLOGY
KBI 2110 INFORMATION MANAGEMENT

Date: 9TH AUGUST 2024
Time: 2:30PM – 4:30PM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

Read the following excerpt carefully and answer the questions that follow

Coca-Cola, a global leader in the beverage industry, exemplifies the effective utilization of information management to drive operational efficiency and strategic decision-making. Leveraging advanced information systems and data analytics, Coca-Cola optimizes its supply chain, ensuring timely production and distribution of its products worldwide. Through the integration of technologies such as predictive analytics and inventory management systems, Coca-Cola minimizes costs, reduces waste, and maintains high levels of customer satisfaction. Furthermore, the company utilizes comprehensive customer relationship management (CRM) systems to analyze consumer data, tailor marketing strategies, and enhance brand loyalty across diverse markets. By harnessing the power of information management, Coca-Cola remains at the forefront of innovation and sustainability in the beverage industry.

- How does Coca-Cola utilize information management systems to optimize its supply chain operations? **(4 Marks)**
- Evaluate the effectiveness of Coca-Cola's CRM strategy in improving customer satisfaction and driving sales growth. What are some potential areas for improvement? **(6 Marks)**
- Analyze the role of information management in Coca-Cola's ability to innovate and stay competitive in the beverage industry. **(6 Marks)**
- Discuss Coca-Cola's approach to sustainability reporting using information management systems. **(5 Marks)**
- Provide examples of specific technologies and analytics used in Coca-Cola to enhance efficiency and minimize costs. **(5 Marks)**
- Outline the potential challenges the company might face during the implementation of the chosen BI tool and suggest strategies to overcome these challenges. **(4 Marks)**

QUESTION TWO (20 MARKS)

- Describe the stages of the information lifecycle management process. For each stage, provide an example of how a business might manage its data to optimize both performance and compliance. **(8 Marks)**
- You have been given a dataset containing customer information, transaction records, and social media posts. How would you classify each type of data and what steps would you take to ensure its security? **(8 Marks)**
- What are the key components of data quality management? How would you address issues such as data accuracy, completeness, and consistency? **(4 Marks)**

QUESTION THREE (20 MARKS)

Imagine you are an information management consultant hired by a mid-sized company that recently transitioned to a hybrid work model. The company has noticed a significant increase in employee complaints regarding website access and information retrieval from the company's internal portal. Employees report difficulty in finding documents, experiencing slow website performance, and occasionally being unable to access necessary resources remotely

- a) How would you manage the transition to the new system to minimize disruption and ensure user adoption? (8 Marks)
- b) How would you prioritize the issues identified during the assessment? (4 Marks)
- a) What tools or technologies would you recommend for implementing an effective search functionality within the portal? (8 Marks)

QUESTION FOUR (20 MARKS)

- a) Define information governance and explain its importance in an organization. Describe the components of an effective information governance framework and how it can be implemented. (4 Marks)
- b) What emerging cybersecurity threats should organizations be aware of in the context of information management? How would you mitigate these threats (8 Marks)
- c) How would you design a training program to educate employees about information governance policies and best practices? What topics would you cover, and how would you measure the program's success? (8 Marks)

QUESTION FIVE (20 MARKS)

- a) You are tasked with integrating data from multiple sources, including databases, cloud services, and IoT devices. Outline your approach and the technologies you would use to achieve seamless data integration. (8 Marks)
- b) Your company is drafting a new policy on software development that includes guidelines on using third-party code. What key elements should be included in this policy to ensure compliance with intellectual property laws and ethical standards? (8 Marks)
- c) Discuss the differences between SQL and NoSQL databases. Provide examples of use cases in kiriri university where NoSQL would be more appropriate (4 Marks)