



Kasarani Campus
Off Thika Road
Tel. 2042692 / 3
P. O. Box 49274, 00100
NAIROBI
Westlands Campus
Pamstech House
Woodvale Grove
Tel. 4442212
Fax: 4444175

KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR
THIRD YEAR, SECOND SEMESTER EXAMINATION
FOR THE BACHELOR OF BUSINESS AND INFORMATION TECHNOLOGY
KBI 2309 BUSINESS DECISION SUPPORT SYSTEM

Date: 13TH AUGUST 2024

Time: 2:30PM – 4:30PM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Explain the following as used in business information systems.
 - i. Data mining (4 Marks)
 - ii. OLAP tools (4 Marks)
- b) Explain any three advantages of business Intelligent systems (6 Marks)
- c) Describe the following service models as used in cloud computing
 - i. Infrastructure-as-a-Service (IaaS) (3 Marks)
 - ii. Platform-as-a-Service (PaaS) (3 Marks)
- d) Explain three types of reports generated by the Management Reporting System(MRS)(6 Marks)
- e) Differentiate between knowledge management and expert systems as used in business applications (4 Marks)

QUESTION TWO (20 MARKS)

- a) Describe the major components of Decision Support Systems (10 Marks)
- b) Explain the following learning techniques as used in artificial neural networks
 - i) Supervised learning (5 Marks)
 - ii) Unsupervised learning (5 Marks)

QUESTION THREE (20 MARKS)

- a) Explain the following mathematical/statistical models as used in decision support systems
 - (i) Forecasting Model (3 Marks)
 - (ii) Optimization Analysis Model (3 Marks)
 - (iii) Backward Analysis Sensitivity Model (3 Marks)
- b) Explain any five advantages of Business Intelligence Systems (5 Marks)
- c) Differentiate between a data warehouse and a data mart using an appropriate illustration (6 Marks)

QUESTION FOUR (20 MARKS)

- a) With an aid of a diagram explain the components of a data warehouse (12 Marks)
- b) Explain any four advantages of cloud computing as used in modern businesses (8 Marks)

QUESTION FIVE (20 MARKS)

- a) Differentiate between the following
 - (i) Structured and unstructured decisions (4 Marks)
 - (ii) Transaction processing systems and executive information systems (4 Marks)
- b) Explain the following data mining techniques
 - (i) Classification (3 Marks)
 - (ii) Clustering (3 Marks)
 - (iii) Regression (3 Marks)
 - (iv) Association rules (3 Marks)