INTERNATIONAL UNIVERSITY OF EAST AFRICA
'Learning to Succeed'

FACULTY OF BUSINESS MANAGEMENT

END OF SEMESTER EXAMINATIONS - APRIL 2025

PROGRAMME: MBA

YEAR/SEM: YEAR 1/SEMESTER 2

COURSE CODE: MBA 723

NAME: MANAGEMENT INFORMATION SYSTEMS MBA

DATE: 2025-04-14

TIME: 2:00-5:00PM

INSTRUCTIONS TO CANDIDATES:

1. Read the instructions very carefully
2. The time allowed for this examination is STRICTLY three hours
3. Read each question carefully before you attempt and allocate your time equally between all the Sections
4. Write clearly and legibly. Illegible handwriting cannot be marked
5. Number the questions you have attempted
6. Use of appropriate workplace examples to illustrate your answers will earn you bonus marks
7. Any examination malpractice detected will lead to automatic disqualification.

DO NOT WRITE ANYTHING ON THE QUESTION PAPER

Section A Section A (Compulsory Case Studies/Questions - Choose 1, 40 marks)

Question 1:

a) Explain how business intelligence tools (such as dashboards or data visualization) help managers in decision-making. (20 marks)
b) Distinguish between Management Information Systems (MIS) and Decision Support Systems (DSS) in terms of purpose, structure, and output. (5 marks)
c) Describe how data from transactional systems is transformed and used in Business Intelligence (BI) reports. (5 marks)
d) List and explain four key benefits of Management Information Systems (MIS) to business growth and competitive advantage, such as improved decision-making, operational efficiency, or customer satisfaction. (10 marks)

Section B Section B (12 questions, attempt any 3, 20 marks each)

Question 1:

a) Define LAN, WAN, and MAN. (6 marks)
b) Give one practical business use case for each type of network and explain the different topologies that can be used in a network infrastructure. (6 marks)
c) Analyze three major benefits that organizations gain from implementing Wide Area Networks (WANs), particularly in multi-branch or global operations. Support your answer with examples.
(8 marks)

Question 2:

a) Distinguish between internal and external threats to information system security, providing one example of each. (6 marks)
b) Explain how encryption helps protect both data in transit and data at rest. (6 marks)
c) Identify and describe two types of malware, and explain their potential impact on business operations. (8 marks)

Question 3:

a) Define data quality and explain why it is critical for effective management and decision-making. (6 marks)
b) Identify and explain 8 key attributes of high-quality data. (8 marks)
c) Explain how poor data quality could negatively affect business operations. (6 marks)

Question 4:

a) Briefly explain Porterâ??s Five Competitive Forces Model, and describe how each force shapes industry dynamics and business strategy. (8 marks)

b) Analyze how Information Systems can be used to respond to at least three of the five forces, providing relevant examples for each. (8 marks)

c) Critically evaluate one limitation of using Porterâ??s model in todayâ??s digital business environment and suggest how firms can adapt their IS strategy accordingly. (4 marks)

Question 5:

ï»¿Order_ID	Customer_Name	Product_ID	Product_Name	Qty	Supplier_Name
001	Alice Johnson	P101	USB Flash Drive	2	Tech Supplies Ltd
001	Alice Johnson	P102	Wireless Mouse	1	Gadgets Corp
002	Bob Smith	P103	Keyboard	1	Tech Supplies Ltd

a) Explain the concept of normalization and its main objectives in relational database design. (6 marks)

b) With reference to the table provided (or based on a hypothetical unnormalized table), identify two redundancy or update anomalies, and suggest how normalization can resolve them. (6 marks)

c) Define and clearly differentiate between First Normal Form (1NF), Second Normal Form (2NF), and Third Normal Form (3NF). Include examples to support your explanation. (8 marks)

Question 6:

a) Describe the three levels of management in a business organization and give one major decision type made at each level. *(9 marks)*
b) Identify and explain the type of information system typically used at each level*(8 marks)*
c) How does communication flow between these levels to support organizational decision-making? *(3 marks)*