INTERNATIONAL UNIVERSITY OF EAST AFRICA

'Learning to Succeed'

FACULTY OF BUSINESS MANAGEMENT

END OF SEMESTER EXAMINATIONS - APRIL 2025

PROGRAMME: BHRM, DBA

YEAR/SEM: YEAR 2/SEMESTER 1

COURSE CODE: ICT 2102

NAME: INTRODUCTION TO E- MANAGEMENT

DATE: 2025-04-23

TIME: 9:00AM-12:00PM

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.

<u>DO NOT WRITE ANYTHING ON THE QUESTION PAPER</u>

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

Question 1:

a). Using the five pillars of Data Quality Management (DQM) â?? Team, Data Profiling, Data Quality Rules, Data Quality Reporting, and Data Repair â?? propose a structured solution to improve the HR departmentâ??s data quality. (10 marks)

b). Explain how data profiling can be used to assess the current state of HR data and establish a baseline for improvement. (6 marks)

c). Describe the role of data quality rules in minimizing payroll errors and improving HR reporting accuracy. (6 marks)

d). Discuss the benefits of implementing a proper DQM lifecycle in the HR department, particularly in relation to decision-making, compliance, and employee satisfaction. (10 marks)

e). Identify and explain at least three consequences of poor data quality in HR systems, using real-world HR operations as context. (8 marks)

Section B Section B: Select Only 3 Questions from the six Questions.

Question 1:

a) Explain the difference between data security and data privacy with examples. (5 marks)

b) Describe three (3) principles of information security and their role in protecting user data. (15 marks)

c) Suggest two (2) tools used to enforce these principles. (5 marks)

Question 2:

a i) Distinguish between Programmed and Non-Programmed Decisions in the context of business management. (6 marks)

a ii) Provide two (2) relevant examples from HR or business operations illustrating each type of decision. (4 marks)

b) Explain how data-driven decision-making improves operational efficiency in modern organizations. Use examples to support your answer. (10 marks)

Question 3:

a) Differentiate between the following types of data management:

   (i) Data Preparation

   (ii) Data Warehousing

   (iii) Data Governance

   (iv) Data Security

   (v) Data Modeling (10 marks)

b) Highlight five (5) strategic considerations for Database Management System (DBMS) implementation in business and explain their importance. (10 marks)

Question 4:

a) Define Data Lifecycle Management (DLM) and describe each of its five (5) key stages. (10 marks)
b i) Discuss five (5) challenges businesses may face when managing data electronically. (5 marks)
b ii) Propose one appropriate mitigation strategy for each challenge discussed in part (b i). (5 marks)

Question 5:

a) Define data governance and explain its importance in modern business. (10 marks)
b) Define Key Performance Indicators (KPIs) in the context of data management. *(4 marks)*
b) Outline how organizations can use KPIs to monitor compliance with internal and external data regulations.(6 marks)

Question 6:

a) Evaluate five (5) benefits of cloud computing in modern business management. Use practical examples to support your answer. (10 marks)

b) What are five (5) best practices organizations should adopt to ensure successful data management and usage? (10 marks)