

BINDURA UNIVERSITY OF SCIENCE EDUCATION
FACULTY OF COMMERCE
GRADUATE SCHOOL OF BUSINESS
MASTER OF BUSINESS LEADERSHIP
EXECUTIVE MASTER OF BUSINESS LEADERSHIP
MASTER OF SCIENCE IN ENTREPRENEURSHIP AND INNOVATION
MANAGEMENT INFORMATION SYSTEMS & E-BUSINESS (EMB509)
EXAMINATION QUESTION PAPER
DURATION: 3 HOURS 30 MINUTES

OCT 2024

Instructions and Information to Candidates

1. Section A is compulsory and carries 40 marks.
 2. Answer 'Question 1' from Section A and any three (3) questions from Section B.
 3. The paper carries six questions.
 4. All Questions in Section B carry equal marks of 20 each.
 5. The use of cell phones is not allowed in the examination.
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SECTION A: [COMPULSORY]

QUESTION 1

CASE STUDY: THE ORDERING SYSTEM

A waiter takes an order at a table, and then enters it online via one of the six terminals located in the restaurant dining room. The order is routed to a printer in the appropriate preparation area: the cold item printer if it is a salad, the hot-item printer if it is a hot sandwich or the bar printer if it is a drink. A customer's meal check-listing (bill) the items ordered and the respective prices are automatically generated. This ordering system eliminates the old three-carbon-copy guest check system as well as any problems caused by a waiter's handwriting. When the kitchen runs out of a food item, the cooks send out an "out of stock" message, which will be displayed on the dining room terminals when waiters try to order that item. This gives the waiters faster feedback, enabling them to give better service to the customers. Other system features aid management in the planning and control of their restaurant business. The system provides up-to-the-minute information on the food items ordered and breaks out percentages showing sales of each item versus total sales. This helps management plan menus according to customers' tastes. The system also compares the weekly sales totals versus food costs, allowing planning for tighter cost controls. In addition, whenever an order is voided, the reasons for the void are keyed in. This may help later in management decisions, especially if the voids consistently related to food or service. Acceptance of the system by the users is exceptionally high since the waiters and waitresses were involved in the selection and design process. All potential users were asked to give their impressions and ideas about the various systems available before one was chosen.

Required:

- a) In the light of the system, describe the decisions to be made in the area of strategic planning, managerial control and operational control? What information would you require to make such decisions? **(20 marks)**
- b) What would make the system a more complete MIS rather than just doing transaction processing? **(10 marks)**

- c) Explain the probable effects that making the system more formal would have on the customers and the management. (10 marks)

[Total 40 marks]

SECTION B : Answer any three (3) questions from this Section.

QUESTION 2

Customer Relationship Management systems (CRMs) are a traditional, well-understood element of the corporate information infrastructure. However, many organisations still fail to get maximum benefit from them. This can lead to instances of poor customer service, which can generate bad publicity on social media.

- a) Discuss **THREE** essential characteristics of a successful CRM in the age of mobile transactions. (12 marks)
- b) Using examples you have studied or worked with, show how the failure or absence of **TWO** of these characteristics can cause significant difficulty to an organisation.

(8 marks)

[Total: 20 marks]

QUESTION 3

Group Decision Support Systems (GDSS) are no longer large and physically-isolated applications, but have become essential and integrated components of contemporary Office Information Systems (OISs).

Discuss the meaning of this statement and the extent to which you agree with it. Support your answer with suitable real-life examples and diagrams. [20 marks]

QUESTION 4

- a) For **each** of these corporate functions, describe ONE information system function which is essential to the successful running of the business.
- i. Human Resources
 - ii. Marketing
 - iii. Production
 - iv. Finance. (16 marks)
- b) Describe the ways in which data flows should be controlled between any **TWO** of these information system functions. You should state any assumptions that you make. (4 marks)

[Total: 20 marks]

QUESTION 5

- a) Mobile access to information is now the primary point of contact between potential customers and commercial organisations in many parts of the world. Describe in detail TWO key differences between desk-based and mobile access to company information which need to be reflected in MIS systems today. (10 marks)
- b) With the aid of an example, differentiate B2C and B2B e-business models. (10 marks)

[Total: 20 marks]

Question 6

- a) With the aid of an example explain the following cyber-attacks:
- i. Phishing
 - ii. Spoofing
 - iii. Ransomware (12 marks)
- b) Explain any TWO functions of a DBMS. (4 marks)
- c) Differentiate DSS and TPS. (4 marks)

[Total: 20 marks]

END OF EXAMINATION PAPER