

**CHUKA**

**UNIVERSITY**



**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF  
ENTREPRENEURSHIP AND ENTERPRISE MANAGEMENT**

**BEEM 410: INFORMATION MANAGEMENT IN SMALL BUSINESS**

**STREAMS: BEEM**

**TIME: 2 HOURS**

**DAY/DATE: MONDAY 27/09/2021**

**8.30 A.M. – 10.30 A.M.**

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**INSTRUCTIONS**

**Answer one and any other two**

**Question one**

- a) Explain the core purpose of information management. (4 marks)
- b) Discuss the following information management environment compositions. (8 marks)
  - i. Enterprise Content Management (ECM)
  - ii. Electronic Records Management (ERM)
  - iii. Business Process Management (BPM)
  - iv. Document Management (DM)
- c) Organizations are under increasing pressure to handle information responsibly and ethically. Explain the best and efficient ways on how this can be achieved by small business entities. (6 marks)
- d) Discuss the process of development of information management systems by citing relevant examples in each stage. (5 marks)
- e) Differentiate between data and information (2 marks)
- f) Define information security. Explain at least two methods of achieving a secured information in an organization. (5 marks)

**Question two**

- a) Elaborate on the components of IM systems. (6 marks)
- b) Many information management challenges and concerns confront organizations especially small business, explain all these challenges in details. (8 marks)
- c) What is Records Retention: Why it is a must for organizations? (6 marks)

**Question three**

- a) “In today’s knowledge economy, organizations that can’t properly utilize their information assets risk failure”  
To what extent do you agree/support this statement? Use relevant examples in arguing your case. (7 marks)
- b) Describe the characteristics of valuable information. (5 marks)
- c) Explain the methods/techniques of information gathering used by small medium enterprises. (5 marks)
- d) Explain the challenges facing business in security information. (3 marks)

**Question four**

- a) What is GDPR? (2 marks)
- b) Explain the GDPR’s key principles? (6 marks)
- c) Describe information systems and its components and state at least three types that can be used by SME’s in Kenya. (6 marks)
- d) Explain how IoT played a pivotal role in the emerging field of IM? (6 marks)

**Question five**

- a) How has innovation in Technology impacted on the growth of information Management? (5 marks)
- b) Describe the information Lifecycle management in detail. (6 marks)
- c) Why is information management important? (4 marks)
- d) Discuss information management future. Use practical examples to demonstrate your points. (5 marks)

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