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**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.

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)