

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

MAIN/EMBU CAMPUS

EXAMINATION FOR THE AWARD OF DEGREE OF MASTER IN BUSINESS

ADMINISTRATION

MBAD 861: COMPUTING FOR MANAGEMENT

STREAMS: ODEL

TIME: 3 HOURS

DAY/DATE: THURSDAY 13/04/2023

8.30 A.M. –11.30 A.M.

INSTRUCTIONS:

****Attempt Question ONE and any other TWO from SECTION B**

****Marks are awarded for clear and concise answers**

***ONLY the first THREE Questions attempted will be marked (Question one inclusive)**

SECTION A-Compulsory

Question ONE-30 Marks

(a) Cloud computing has multiple service models. Describe the following key service models of cloud computing

(i) Software as a service [3 Marks]

(ii) Platform as a Service [3 Marks]

(iii) Infrastructure as a Service [3 Marks]

(b) When organizations deploy computer networks and information systems, they get exposed to various security threats that target various security goals. Describe **THREE** security goals that may be targeted [6 Marks]

(c) While giving relevant examples, distinguish between intranet and extranet [4 Marks]

(d) Describe the following types of e-commerce models [6 Marks]

(i) Business to consumer (B2C)

(ii) Business to business (B2B)

(iii) Consumer to consumer (C2C)

(e) While describing what digital goods are, give **TWO** of their advantages and **ONE** disadvantage over physical goods [5 Marks]

SECTION B-Attempt only TWO questions from this section

Question TWO-15 Marks

There is a growing interdependence between a firm's ability to use IT and its ability to implement corporate strategies and achieve corporate goals. What a business would like to do in 5 years often depends on what its systems will be able to do. While giving appropriate examples, discuss how investments in IT can help a firm in the following aspects:

(a) Operational excellence [3 Marks]

(b) New products and new services [3 Marks]

(c) New Business models [3 Marks]

(d) Customer Intimacy [3 Marks]

(e) Supplier Intimacy [3 Marks]

Question THREE-15 Marks

Understanding the benefits and steps of big data analytics is vital because it helps businesses to understand how to use it.

(a) Give **FIVE** benefits of big data analytics to a business enterprise [5 Marks]

(b) Describe **FIVE** main components/steps of big data analytics [10 Marks]

Question FOUR-15 Marks

(a) With relevant example describe the business value gained from use of telecommunications in relation to the following

(i) Overcoming Geographic Barriers [3 Marks]

(ii) Overcoming Time Barriers [3 Marks]

(iii) Overcoming Cost Barriers [3 Marks]

(b) Describe the following cloud deployment models

(i) Public cloud [2 Marks]

- (ii) Private cloud [2 Marks]
- (iii) Community cloud [2 Marks]

Question FIVE-15 Marks

Discuss the following technologies and their benefits to business Management

- (i) Cloud computing [3 Marks]
 - (ii) Business intelligence [3 Marks]
 - (iii) Enterprise resource planning [3 Marks]
 - (iv) Customer relationship Management Systems [3 Marks]
 - (v) Supply chain Management Systems [3 Marks]
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