

CHUKA

UNIVERSITY



UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF MASTER OF BUSINESS
ADMINISTRATION AND MASTER OF SCIENCE IN PROCUREMENT AND
LOGISTICS MANAGEMENT**

MBAD 861: COMPUTING FOR MANAGEMENT

STREAMS: MBAD, MPLM (Y1S1) ODEL

TIME: 3 HOURS

DAY/DATE: WEDNESDAY 07/08/2024

2.30 P.M. –5.30 P.M.

INSTRUCTIONS:

1. Answer question **ONE** SECTION A and any other **TWO** questions IN SECTION B
2. Marks are awarded for clear and concise answers.

SECTION A

QUESTION ONE (30 MARKS)-Compulsory

- a) 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.

- i) 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? [6 marks]
 - ii) What would make the system a more complete MIS rather than just doing transaction processing? [3 marks]
 - iii) Explain the probable effects that making the system more formal would have on the customers and the management. [3 marks]
- b) Demonstrate how a decision support system (DSS) differs from MIS. [4 marks]
 - c) Describe star topology with the aid of a diagram. What is the primary advantage of star topology [4 marks]
 - d) "It is often said that the application of Information Technology *"flatten"* organization structure." Justify this statement [4 marks]
 - e) Briefly describe how information systems influence organizations, people, and technology. [6 marks]

SECTION B (30 MARKS) Choose two Questions

QUESTION TWO (15 MARKS)

- a) Discuss the various ways in which a DBMS (Database Management System) solves the problems of a traditional environment. [3 marks].
- b) Explain how systems link the enterprise improve organizational performance. [6 marks]
- c) Explain business process and how they are related to information systems. [6marks]

QUESTION THREE (15 MARKS)

- a) Explain two main reasons why investments in information technology do not always produce positive results. [4 marks]
- b) Define an information system from both a technical and a business perspective. [5 marks]

- c) Commodore Company on Ngong Road features a large selection of materials for flooring, decks, moldings, windows, siding, and roofing. The prices of Commodore and other building materials are constantly changing. When customer inquires about the price on pre-finished wood flooring, sales representatives consult a manual price sheet and then call the supplier for the most recent price. The supplier in turn uses a manual price sheet, which has been updated each day. Often, the supplier must call back Commodore's sales reps because the company does not have the newest pricing information immediately on hand. Assess the business impact of this situation, describe how this process could be improved with information technology, and identify the decisions that would have to be made to implement a solution. [6 marks]

QUESTION FOUR (15 MARKS)

- a) Explain how Internet technology has changed value propositions and business models. [3 marks]
- b) Explain how the value chain and value web models help businesses identify opportunities for strategic information system applications. [6 marks]
- c) Describe the most common threats against contemporary information systems. [6 marks]

QUESTION FIVE (15 MARKS)

- a) Describe what management is. [2 marks]
- b) An MIS feasibility study considers the implementation of an MIS from several perspectives, one of which is economic.
- i) Explain the role of a feasibility study within MIS developments. [3 marks]
- ii) With the aid of suitable examples, describe the process you would adopt to assess the economic feasibility of an MIS project. [4 marks]
- c) Explain Why contemporary information systems technology and the Internet pose challenges to the protection of individual privacy and intellectual property. [6 marks]

.....1. Answer question **ONE**
SECTION A and any other **TWO** questions IN SECTION B

2. Marks are awarded for clear and concise answers.

SECTION A

QUESTION ONE (30 MARKS)-Compulsory

- f) 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.

- iv) 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? [6 marks]
- v) What would make the system a more complete MIS rather than just doing transaction processing? [3 marks]
- vi) Explain the probable effects that making the system more formal would have on the customers and the management. [3 marks]
- g) Demonstrate how a decision support system (DSS) differs from MIS. [4 marks]
- h) Describe star topology with the aid of a diagram. What is the primary advantage of star topology [4 marks]
- i) "It is often said that the application of Information Technology *"flatten"* organization structure." Justify this statement [4 marks]
- j) Briefly describe how information systems influence organizations, people, and technology. [6 marks]

SECTION B (30 MARKS) Choose two Questions

QUESTION TWO (15 MARKS)

- d) Discuss the various ways in which a DBMS (Database Management System) solves the problems of a traditional environment. [3 marks].
- e) Explain how systems link the enterprise improve organizational performance. [6 marks]
- f) Explain business process and how they are related to information systems. [6marks]

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- d) Explain two main reasons why investments in information technology do not always produce positive results. [4 marks]
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- e) An MIS feasibility study considers the implementation of an MIS from several perspectives, one of which is economic.
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 - iv) With the aid of suitable examples, describe the process you would adopt to assess the economic feasibility of an MIS project. [4 marks]

Explain Why contemporary information systems technology and the Internet pose challenges to the protection of individual privacy and intellectual property. [6 marks]

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