

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

BEEM 410: INFORMATION MANAGEMENT IN SMALL BUSINESSES

STREAMS:

TIME: 2 HOURS

DAY/DATE: FRIDAY 12/4/2024

11.30 A.M. –1.30 P.M.

INSTRUCTIONS:

QUESTION ONE (30 MARKS)

- (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. (5 marks)
- (f) Define information security. Explain at least two methods of achieving a secured information in an organizations. (5 marks)

QUESTION TWO (20 MARKS)

- (a) Elaborate on the components of IM systems. (6 marks)

- (b) Many information management challenges and concerns confront organizations especially Small Businesses. Explain all these challenges in details. (8 marks)
- (c) What is Records Retention: Why is it a must for organizations? (6 marks)

QUESTION THREE (20 MARKS)

- (a) *“In today’s knowledge economy, organizations that can’t properly utilize their information assets risk serious 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 small businesses in handling information (3 marks)

QUESTION FOUR (20 MARKS)

- (a) What is GDPR? (2 marks)
- (b) Explain the GDPR’S key principles? (5 marks)
- (c) Describe an information system and its components and state at least three types that can be used by SME’s in Kenya. (5 marks)
- (d) Explain the stakeholders of information management systems. (4 marks)
- (e) How has IoT played a pivotal role in the emerging field of IM? (4 marks)

QUESTION FIVE (20 MARKS)

- (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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