



**MAASAI MARA UNIVERSITY**  
**UNIVERSITY EXAMINATION 2014/2015**  
**FIRST YEAR FIRST SEMESTER**  
**SCHOOL OF BUSINESS AND ECONOMICS**

**COURSE CODE: BBM 106**

**COURSE TITLE: INTRODUCTION TO BUSINESS INFORMATION  
SYSTEMS**

**DATE:**

**TIME: 2 HOURS**

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**INSTRUCTIONS**

Answer **Question ONE** in section A (compulsory)

And any other **TWO Questions** in section B

**SECTION A**

**QUESTION 1 (COMPULSORY)**

- a) Describe the following terms **(4 marks)**
- i) Data
  - ii) Information
  - iii) Software
  - iv) Processor
- b) Describe the properties of quality information. **(8 marks)**
- c) List **three** types of charts that can be generated using electronic spreadsheet. **(3 marks)**
- d) Citing benefits and challenges, analyze how management information systems have impacted on the businesses in Kenya. **(10 marks)**
- e) Define the following terms **(5 marks)**
- i) Bluetooth
  - ii) Modem
  - iii) Business process reengineering
  - iv) Internet
  - v) Telecommuting

**SECTION B**

**QUESTION 2**

- a) Explain four key components of a business information system. **(4 marks)**

- b) Define the following terms. **(2 marks)**
  - i. Proprietary software
  - ii. Open source software
- c) How can information systems be used to support a firms strategic strategies. **(8 marks)**
- d) Briefly describe three common applications in business for spreadsheets **(6 marks)**

### **QUESTION 3**

- a) Explain the term spreadsheet. **(1 mark)**
- b) Suggest three benefits advantages of using electronic spreadsheets over manual spreadsheets. **(6 marks)**
- c) Discuss three potential problems for customer for purchasing through the Internet. **(3 marks)**
- d) Give four strategic reasons why an organization may introduce a new information system. **(4 marks)**
- e) Citing give three advantages of Enterprise resource planning (ERP) to an organization. **(6 marks)**

### **QUESTION 4**

- a) With examples, describe three business activities which can be helped by use of the Internet; mention any risks or problems for the business which may arise from Internet use. **(6 marks)**
- b) Suggest two benefits of E-commerce **(2 marks)**
- c) Suggest two practical disadvantages of electronic spreadsheets. **(2 marks)**
- d) Discuss how the World Wide Web (www) is used in an organisation to provide competitive advantage. **(10 marks)**

### **QUESTION 5**

- a) Write short notes on the following. **(10 marks)**
  - i) Firewall
  - ii) Password
  - iii) Virus
  - iv) Encryption
  - v) Domain
- b) Discuss three types of common information systems **(9 marks)**
- c) Identify the type of application package necessary to surf the web. **(1 mark)**