B3.1: MANAGEMENT FUNDAMENTALS AND INFORMATION SYSTEMS

NOTE:

> 1. **Answer question 1 and any FOUR from questions 2 to 7.**
> 2. **Parts of the same question should be answered together and in the same sequence.**

Time: 3 Hours   **Total Marks: 100**

1.
a)   What is SWOT analysis and how it helps an organization?
b)   Define information requirements and explain why they are difficult to determine correctly.
c)   Distinguish between operational and analytical CRM.
d)   Explain how software defects affect system reliability and security.
e)   Explain the concept of RAD and state when one should use this methodology to develop system.
f)   What are the different ways to perform system configuration controls?
g)   Explain the concept of Herzberg's Motivation-Hygiene Theory.

(7x4)

2.
a)   Explain how encryption protects information. Describe the role of encryption and digital certificates in a public key infrastructure.
b)   What is the relationship between organizations, information systems, and business processes?

(12+6)

3.
a)   Explain how the evolution of the Internet has changed the way organizations market and sell their products.
b)   Define and compare supply chain planning systems and supply chain execution systems.

(10+8)

4.
a)   "Knowledge increases exponentially," is a phrase with which we are all familiar. How does this concept apply to electronic business and the emergence of the digital firm? Support your contentions.
b)   What is the purpose of systems analysis? What does the systems analyst do to achieve these goals?

(12+6)

5.
a)   Define information system prototyping. Describe its benefits and limitations. List and describe the steps in the prototyping process.
b)   Discuss the role of CRM system and its various components in improving an organization's relationships with its customers.

(9+9)

6.
a)   Identify and discuss the major types of information systems in a business from an organization's level perspective. What is the relationship between these systems?
b)   Organizations deal with large amount of essential data regarding their products as well as customers. What are the various ways in which an organization can ensure data security control?

(9+9)

7.
a)   Describe how enterprise systems provide value for a business.
b)   What are the important factors you would use in evaluating computer hardware and software? Explain in detail.

(9+9)