

Ova Wellassa University

Faculty of Management

Degree of Bachelor of Business Management (BBM) in Hospitality, Tourism and Events

Management

THIRD YEAR FIRST SEMESTER EXAMINATION – MAY/JULY 2017

HTE. 361-2 Management Information Systems



Instructions to candidates:

No. of pages : Two (02)
No. of questions : Five (05) - Essay
Time : Two (02) Hours
Marks allocated : 100 Marks
Answer any four (04) Questions.

Index No:

01. The value of an information system to a business is determined by the extent to which the system will lead to better management decisions and more efficient business processes.

i) Discuss the types of information systems which are used by the different managerial levels within an organization. (10 Marks)

ii) Discuss how Information Systems are transforming business processes within an organization. (15 Marks)

(Total Marks-25)

02. Information systems are the foundation for conducting business today. It plays a critical role in increasing productivity and industrial survival thus making it hard for an organization to continue to exist without extensive use of it.

i) Explain the dimensions of information systems with an example. (10 Marks)

ii) Discuss the business objectives which firms tend to invest on information systems. (15 Marks)

(Total Marks-25)



03. Knowledge on System Development Life Cycle (SDLC) is important to all management levels for the successful implementation of information system within an organization.

Discuss the steps of System Development Life Cycle (SDLC) by providing examples.

(25 Marks)

(Total Marks-25)

04. Business firms rely on Information systems to carry out and manage their operations, interact with other customers and suppliers and compete in the market place.

i) Discuss how information systems help firms to achieve customer loyalty.

(10 Marks)

ii) Discuss how functional information systems within an organization help to achieve superior business performance by providing an example from any manufacturing related industry.

(15 Marks)

(Total Marks-25)

05. Database management systems were developed to handle conventional data processing systems in more smooth way.

i) Briefly explain the users of Database management systems.

(10 Marks)

ii) Discuss the importance of Database management systems for a business organization.

(15 Marks)

(Total Marks-25)