



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF LAW, BUSINESS INTELLIGENCE AND ECONOMICS

DEPARTMENT OF ECONOMICS, MARKETING AND ENTREPRENEURSHIP

EXAMINATION PAPER

MODULE CODE	:	MBA512 / MSTM512
MODULE TITLE	:	Management Information Systems / Strategic Information Management and E- Business
SPECIAL REQUIREMENTS	:	None
DURATION	:	3 Hours
LEVEL	:	1.2
DATE	:	09 JUN 2025

INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Answer any **FOUR (4)** questions.
3. The number of marks for each question or part question is shown in brackets []
4. Use of non-programmable calculators is allowed.
5. Show all your workings in order to gain full marks.
6. Begin each answer on a new page.
7. **DO NOT OPEN THIS PAPER UNTIL THE INVIGILATOR INSTRUCTS YOU.**

QUESTION ONE

- a) Demonstrate how customer relationship management can be improved by use of database management systems. [15]
- b) How profitable is it to invest in free and open source software for business enterprises? [10]

QUESTION TWO

Zenith Enterprises is a newly-established company selling smartphones, tablets and accessories. The company has ten outlets in the country. Suppose you are the marketing manager at Zenith Enterprises, identify and justify your selection of three social media applications that you would recommend for online marketing of your products and services. [25]

QUESTION THREE

How do project management skills play a critical role in e-business strategy development implementation? [25]

QUESTION FOUR

Illustrate how you would use any online application of your choice for webpages and social media data analytics at an institution of your choice. [25]

QUESTION FIVE

In what ways do emerging information and communication technology applications impact business operations of small and medium-sized enterprises in Zimbabwe? [25]

H/4 Am