

ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF COMMERCE

BCom (Hons) Accounting

BCom (Hons) Marketing

CBM201: BUSINESS INFORMATION SYSTEMS

Time allowed: 3 hours

Date: May 2018

Total marks: 100

Instructions to candidates

1. The paper consist of **six (6)** questions
2. Each question carries **20** marks
3. Answer **any five (5)** questions
4. Start a new question on a fresh page

QUESTION 1

- a. Define a system and explain five main characteristics of systems [10]
- b. Identify and describe the three levels of the organizational hierarchy. Which types of information systems serve each level? [10]

QUESTION 2

- a. What are customer relationship management systems? How do they benefit business? [10]
- b. Describe the relationship between TPS, MIS, and ESS. [10]

QUESTION 3

- a. Define enterprise resource planning systems (ERP) and state how they change the way an organization work? [8]
- b. Explain the four advantages of ERP. [4]
- c. Describe the Business information systems serving each of the major functional areas of a business. [8]

QUESTION 4

- a. Explain the role of knowledge management systems in the enterprise? [5]
- b. State four organizational processes that are supported by knowledge management applications? [8]
- c. Describe the essential elements of a decision support system? [7]

QUESTION 5

- a. Describe the supply chain management systems and state how do they benefit business? [10]
- b. What are the challenges posed by the existence of various types of information systems in the enterprise? How can these challenges be addressed? [10]

QUESTION 6

- a. Explain why information systems are essential in business today [5]
- b. Describe each of the steps in the traditional Systems Development Life Cycle [10]
- c. State the characteristics of MIS? How do MIS differ from TPS and from DSS? [5]

*****END OF EXAMINATION*****