

ZIMBABWE EZEKIEL GUTI UNIVERSITY



DEPARTMENT OF BUSINESS STUDIES

COURSE: BUSINESS INFORMATION SYSTEMS

COURSE CODE: CBM201

DURATION: 3 HOURS

23 January 2019

INSTRUCTIONS TO CANDIDATES

11. No cell phones are allowed in the examination venue.
12. Answer ANY FOUR questions
13. Begin each question on a new page.
14. The number of marks allocated to each question or part question is shown in brackets
15. All questions carry twenty five marks

QUESTION 1

Using a well labelled diagram and practical business examples, illustrate and explain the inter-relationships that exist amongst the three levels of information systems in an organization.

[25 marks]

QUESTION 2

Using an industry of your choice, evaluate how the application of the information systems concept to Porter's 5 forces Model can be used to achieve competitive advantage. [25 marks]

QUESTION 3

Analyze the social and ethical issues associated with the use of computer-based information systems.

[25 marks]

QUESTION 4

Some organizations are reluctant to embrace computer-based information systems because of the security threats and risks associated with the application of information systems.

a) Identify typical risks and security threats associated with embracing computer-based information systems. [12 marks]

b) Propose solutions to the identified risks and security threats to information systems [13 marks]

(Total 25 marks)

QUESTION 5

Distinguish between the following terms used in information systems

a) Data and information [5 marks]

b) Data warehouse and data mining [5 marks]

c) Real time processing and batch processing [5 marks]

d) CRM systems and Executive information systems [5 marks]

e) Input devices and artificial intelligence systems [5 marks]

(Total 25 marks)

*****END OF THE PAPER*****