

ZIMBABWE EZEKIEL GUTI UNIVERSITY



**FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS STUDIES
B. COM (HONS) ACCOUNTING
B. COM (HONS) MARKETING**

COURSE: BUSINESS INFORMATION SYSTEMS

COURSE CODE: CBM201

DURATION: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. The paper consists 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. Describe the capabilities of a digital firm and why are digital firms so powerful? [10]
- b. Distinguish between a computer, a computer program, and an information system. [10]

QUESTION 2

- a. What is the purpose of an information system from a business perspective and what role does it play in the business information value chain? [10]
- b. Describe characteristics of MIS and how do MIS differ from TPS and DSS? [10]

QUESTION 3

- a. Define enterprise resource planning systems (ERP) and state how they change the way an organization work? [8]
- b. Explain five reasons why e-commerce is used in business. [10]
- c. What is the difference between data and information [2]

QUESTION 4

- a. Define Systems development and give a brief description of the steps of systems development life cycle [10]
- b. Describe any five components of a computer based Information System [10]

QUESTION 5

- a. Describe the supply chain management systems and state how do they benefit business? [10]
- b. Describe the information systems supporting the major business functions: sales and marketing, manufacturing and production, finance and accounting, and human resources. [10]

QUESTION 6

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

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