



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

MAIN EXAMINATION

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AUGUST – DECEMBER 2015 TRIMESTER

FACULTY OF COMMERCE

MBA EVENING / REGULAR PROGRAMME

CIS 510: INFORMATION SYSTEMS FOR MANAGERS

Date: DECEMBER 2015

Duration: 3 Hours

INSTRUCTIONS: Answer ALL Questions

- Q1. Read the case and answer the following questions.
- a) Analyze Boeing and its business strategy using the competitive forces model. **(10 marks)**
 - b) Define knowledge management and knowledge management systems role in an organization. **(6 marks)**
 - c) How is Boeing using knowledge management systems to execute its business model and business strategy. **(8 marks)**
 - d) Using the facts presented in this case, what role has knowledge management played in Airbus's business strategy and business performance? **(8 marks)**
- Q2. The management of XY Co set the following budget for its sales department for the first quarter of the year.

Month	January	February	March
Planned / budgeted sales	400,000	400,000	400,000
Actual sales	350	390,000	450,000

Using the above illustration

- a) Distinguish how positive and negative feedback apply in the above scenario. **(14 marks)**
- b) Using the characteristics of systems. State the elements for each system characteristic that apply to the sales department system. **(6 marks)**
- Q3. For an information system to be successfully implemented, a feasibility study in all aspects has to be done.
- a) Explain the various feasibility studies that have to be performed before an organization accepts to implement a new system. **(12 marks)**
- b) Explain the prototyping approach to system development and the suitability for system development. **(8 marks)**
- Q4. Business process reengineering (BPR) is the fundamental rethinking and radical redesign of business processes to achieve dramatic improvements in critical contemporary measures of performance.
- a) Identify and explain the critical contemporary measures of performance. **(6 marks)**
- b) What are the steps in BPR? **(14 marks)**
- Q5. A change from one information system to a new one for better organization performance always experiences resistance by employees. Explain the strategies for management of change in an organization. **(10 marks)**

END