



**MAASAI MARA UNIVERSITY  
SCHOOL OF BUSINESS AND ECONOMICS  
BACHELOR OF COMMERCE  
FIRST YEAR SECOND SEMESTER  
END OF SEMESTER EXAMINATION  
2022/2023 SEMESTER**

**BCM1209: INTRODUCTION TO BUSINESS  
INFORMATION SYSTEMS**

**DATE: APRIL 2022**

**TIME: 2 HOURS**

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**INSTRUCTIONS: Answer question one and  
any other two questions**

## QUESTION ONE

- a) Differentiate between the following terms:
- i. Application software and system software; (2 marks)
  - ii. Internet and the World Wide Web; (2 marks)
  - iii. Data and information. (2 marks)
- b) Describe **three** capabilities of Decision support systems (DSS). (6 marks)
- c) Computer crime is caused by the criminal or irresponsible actions of individuals who are taking advantage of the widespread use and vulnerability of computers and the Internet. Briefly explain **two** examples of computer crime. (4 marks)
- d) The growth of the retail e-business sector in Kenya has been slowed down by various factors. Discuss two of these factors. (4 marks)

## QUESTION TWO

- a) Information systems are more than computers. Using information systems effectively requires an understanding of its dimensions. Using a diagram, explain these dimensions. (6 marks)
- b) Explain the term "strategic information system" and explain four strategic advantages of information technology to the organization. (6 Marks)
- c) Outline three benefits of using databases to improve business performance and decision-making? (3 marks)

## QUESTION THREE

- (a) A company can survive and succeed in the long run only if it successfully develops strategies to confront the five competitive forces, identified by Michael Porter, that shape the structure of competition in its industry.
- i. Explain the concept of competitive advantage. (2 marks)
  - ii. Using examples, explain how companies use information technology to implement any **two** of the five **competitive strategies** that we have discussed to gain a strategic advantage. (4 marks)
- (b) Information systems can be grouped into business function categories. Briefly explain how information technologies can be used to support the following functions:
- i. Sales (3 marks)
  - ii. Human resource management. (3 marks)
- (c) Explain the three types of business processes. (3 marks)

## QUESTION FOUR

- a) Explain any **three** threats to a computer security in an organization. (6 marks)

b) The fast growth of the Internet that has been witnessed recently is a revolutionary phenomenon in computing and telecommunications. Discuss any **three** services available on the Internet and how they can be used in business for better performance. **(9 marks)**