

**UNIVERSITY OF SWAZILAND**

**FACULTY OF COMMERCE**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**MAIN EXAMINATION PAPER 2012/2013**

**TITLE OF PAPER: MANAGEMENT INFORMATION SYSTEMS I**

**COURSE CODE: BA215/BA317**

**YEAR OF STUDY: B.COM 2 (FULL TIME), DIP COM 4 (IDE)**

**TIME ALLOWED: THREE (3) HOURS**

**INSTRUCTIONS:**

- 1. This paper consists of sections A and B.**
- 2. The case study question – Section A, is compulsory.**
- 3. Answer any three questions from section B.**

**NOTE: Marks will be awarded for good communication in English and for orderly presentation of work.**

**This examination paper should not be opened until permission has been granted by the invigilator.**

## **SECTION A**

**This section is compulsory**

Deli's Super Fries Company owns 15 restaurants throughout the country. The restaurants serve fast-food breakfasts, lunches, and dinners. Annual revenues amount to E4.5 million. Approximately 75,000 sales per day are made at all the restaurants. Three years ago, the country replaced its minicomputers with Dell microcomputers. Recently, it has linked the microcomputers into a companywide client/server computing network. One of the company's main goals in implementing client/server computing was to improve decision making by providing managers with rapid access to the terabytes of collected data. For example, the company desires to track daily the number of people who purchase French fries with their meals, the mix of products sold, the effectiveness of advertising campaigns (such as a two-week special promotion for a E10.99 super duper triple decker burger), and the percentage of customers using the drive-through window.

### **Required**

- a. Describe how the company can utilize the Internet to competitive advantage. (10)
- b. Should the company implement an intranet? What are the uses and limitations of this information technology? (20)
- c. Assuming that the company implements a company-wide data warehouse, discuss how it can be used to improve the decision making of key managers. (10)

## **SECTION B**

Answer any three questions from this section.

1. A local beverages manufacturer is in the process of re-engineering its operations. One of the major issues under consideration is the organization's value chain. How can information technology add value to this exercise of revamping the value chain? (20)
2. Discuss the major factors affecting information systems project risk and strategies that can be employed to mitigate these risks. (20)
3. How do decision support systems differ from expert systems? (20)
4. Discuss the possible causes of information systems failure that can be linked to the information systems plan. (20)

## **SECTION B**

Answer any three questions from this section.

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