

**UNIVERSITY OF SWAZILAND
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS ADMINISTRATION
MAIN EXAMINATION DECEMBER 2016**

**TITLE OF PAPER: MANAGEMENT INFORMATION SYSTEMS I
COURSE CODE: BUS211/BA215
TIME ALLOWED: 3 HOURS**

INSTRUCTIONS:

- 1. This paper consists of Sections A & B.**
- 2. The Case Study (Section A) is compulsory.**
- 3. Answer any three questions from section B.**

Note:

**THIS EXAMINATION PAPER SHOULD NOT BE OPENED UNTIL PERMISSION HAS
BEEN GRANTED BY THE INVIGILATOR**

SECTION A
CASE STUDY

Marvel Products is a manufacturer and wholesale distributor of several lines of luggage in two basic type: soft-side and moulded. Each luggage consists of several different pieces, each of which is available in a variety of sizes. At least one line is a complete set of luggage designed to be used by both men and women; however, most of the lines are designed specifically for either men or women. Certain of the lines also include matching attaché cases. Luggage lines are discontinued and introduced as tastes change or as product improvements are developed.

The firm also manufactures luggage for large retail firms, in accordance with each firm's unique specifications. Luggage in this category is marketed under the retail firm's private labels rather than under the Marvel label.

Marvel has been in business for 10 years and has increased its annual sales volume manifold.

Required:

- a. Identify strategic and tactical decisions that Marvel must make periodically with respect to new and/or existing products. (10)
- b. Identify in detail the information that Marvel needs during its annual review of long-term product strategy. (5)
- c. Identify in detail the information that Marvel needs to prepare its sales forecast for the annual budget. (5)
- d. Marvel is currently organized by means of a centralized functional structure. Identify alternative organizational structures for Marvel, and briefly describe the advantages and drawbacks of each. (5)

SECTION B

Answer any three questions from this section

Question 1

Discuss the importance of the strategic grid in information technology management.

(25)

Question 2

Discuss the major benefits brought by internet to business.

(25)

Question 3

Explain clearly how an enterprise system can assist an organisation in optimising its value chain system.

(25)

Question 4

How would a manager differentiate a good decision support system from a bad one?

(25)