

WOMEN'S UNIVERSITY IN AFRICA



Addressing gender disparity and fostering equity in University Education

FACULTY OF AGRICULTURAL SCIENCES

MASTER OF SCIENCE IN AGRIBUSINESS SYSTEMS MANAGEMENT AND DEVELOPMENT

MAIN PAPER

MSAMD113: MANAGEMENT INFORMATION SYSTEM

INTAKE: FIRST YEAR FIRST SEMESTER

DATE: TIME: 3 HOURS

INSTRUCTIONS TO CANDIDATES

Answer any **four** questions.

Question 1

Technology is no longer an afterthought in forming business strategy, but the actual cause and driver. In this critical period of COVID - 19, explain any four (4) practical ways by which an organisation of your choice can make strategic use of technology during and after the pandemic. [25]

Question 2

Most organisations have complained that business has slowed down. This can be attributed to the deadly COVID – 19 pandemic that has hit the world all over. Most organisations have lost most and in some cases all their customers during the lock down period that most countries experienced. Some countries have begun to ease restrictions causing some businesses to begin operations all over again. As an MIS consultant, recommend and explain any e-business application to any company to help the organization engage with its customers and get back to business, survive and succeed in these challenging economic times. Give reasons for your recommendations. [25]

Question 3

A medium-sized company, which specialises in the manufacture of high quality, contemporary office furniture, wants a computerised system to support its collection and utilisation of customer information. The company has a small yet capable IT department (comprising 6 staff members) which has successfully performed fairly simple database application development work. Where large-scale IT application development has been required, the company has typically outsourced the work to one or more external contractors. The IT department is extremely busy with maintenance work on existing in-house application systems.

The company has three options for acquiring a suitable customer information management system to run on the existing hardware platform:

- i. To purchase an off-the-shelf package to manage customer information.
- ii. To develop in-house a bespoke system to manage customer information.
- iii. To outsource the development of a bespoke system to manage customer information.

Select and justify which of the three options you think is most suited to the company. Your answer should include a discussion of the advantages and disadvantages of each option. State any assumptions you make regarding company operations and needs within your answer.

[25]

Question 4

Following a successful trial, an insurance company is considering using teleworking for most of its IS and clerical staff.

From an MIS perspective discuss the economic, technical, social, political and environmental issues that would need to be considered before introducing teleworking. [25]

Question 5

“Developments in the technologies associated with social networking, internet and mobile telephones are now changing MIS within organisations.” Discuss this statement. [25]

Question 6

An insurance company has a team of 100 sales staff working from home. The insurance company operates three legacy systems each containing customer information and policy details. A call centre, located at the insurance company’s Head Office, uses the information contained in the legacy systems to telephone customers and arrange appointments for sales visits. This is time-consuming as there is duplication of information between the three legacy systems. Details of appointments are sent by SMS messages to the cell phones used by the sales staff.

The sales staff have laptops containing customer information, but this information is usually out-of-date as it is updated only once a month from the legacy systems.

Each day the sales staff have to upload the details of any sales they have made to the relevant legacy system; this takes time and the sales staff frequently make mistakes that annoy customers and cause additional work.

Both the call centre staff and the sales staff complain about the continued use of the legacy systems and the out-of-date information held on the laptops.

a) Discuss the various options the insurance company could implement to overcome the issues with the three legacy systems. [12]

b) You have read that the speed of mobile broadband is about to increase by a factor of twelve in the next two years. Discuss how this increased speed could be used by the insurance company to improve the systems used by the sales staff. [13]

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