

# WOMEN'S UNIVERSITY IN AFRICA



*Addressing gender disparity and fostering equity in University Education*

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**FACULTY OF MANAGEMENT AND ENTREPRENEURIAL SCIENCES**

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**BSc HONOURS DEGREE IN INFORMATION SYSTEMS**

**MAIN PAPER**

**IS311: ENTERPRISE INFORMATION SYSTEMS**

**INTAKE 23: THIRD YEAR FIRST SEMESTER**

**TIME: 2 HOURS AFTERNOON**

**INSTRUCTIONS TO CANDIDATES**

Answer any **four** questions.

### Question 1

Briefly describe the following Enterprise Information System (EIS) support systems.

Use diagrams and local examples where necessary:

- a) Transaction Processing System (TPS),
- b) Decision Support System (DSS),
- c) Executive Support System (ESS),
- d) Management Information System (MIS),
- e) Knowledge Work System (KWS). [25]

### Question 2

- a) ABinBev is a global beer company with almost 27 ERP's used in the company. They produce first party data internally from SAP instances and from other data sources that are in their premises. They have IOT data produced by sensors in their 200 breweries. They also collect social media data and third party data from different vendors. All their systems produce structured and unstructured data for the company. For them to increase their operational efficiency and productivity, they have moved to the cloud. Integrating data from all these sources is very difficult. Suggest how the company can achieve data integration from all these sources and ingest the data from all these systems into one central repository making it ready for the data scientist to access. [9]
- b) The adoption of Cloud computing is having an impact on the way business organizations manage their data in a global market. Discuss how information security can be achieved in the cloud and the deployment model that can be adopted by ABinBev [7]
- c) Discuss how ABinBev can use business intelligence to increase business profitability. [9]

### Question 3

Tata Air is a local airline that has been operating for more than five decades. It has been struggling financially and they have recently re-branded and their goal is to become the number one airline in Africa by 2040. Tata Air wants to be a data driven airline but their business processes are not in line with their IT Strategy. They need for business process re-engineering/redesign.

- a) As Chief information Officer explain how the company can achieve this clearly outlining the business processes involved [10]
- b) Explain cross functional business process with the aid of an example [9]
- c) How can Tata air manage corporate social media the context of EIS [6]

**Question 4**

TD Bank is a multinational bank with its main operations in America. The banking behavior is changing and customers don't want to come to the branch, they want similar experience like they get on e-commerce platforms like amazon and Alibaba. Customers need their bank to know what they need and they need to be guided throughout their financial journey.

- a) Explain how the bank can adopt and use artificial intelligence to achieve seamless, legendary customer experience and personalized banking. [10]
- b) How can the bank use artificial intelligence to increase the banks security [7]
- c) How can the bank fully utilize mobile computing to enhance mobile banking? [8]

**Question 5**

- a) Explain the roles of Customer Relationship Management (CRM) and Supply Chain Management (SCM) systems in an organization's EIS. [10]
- b) Outline at least FIVE stages of the life cycle of an ERP system. [15]

**Question 6**

“In a corporate environment, an Enterprise Information System (EIS) is a hacker's dream.”

- a) With reference to four examples, discuss the extent to which you agree or disagree with this statement. [12]
- b) Write an article for a corporate in-house magazine which discusses how a large organisation can both determine and manage the security risks associated with its EIS. [13]

**END**