REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE

MASTER OF BUSINESS ADMINISTRATION

MANAGEMENT INFORMATION SYSTEMS

MBA 108

PART 1 SEMESTER 2 EXAMINATION

TOTAL MARKS   [100]

DATE: APRIL 2024

Time: 3 Hours

INSTRUCTIONS

1. This paper has *six (6)* questions
2. Answer question *one (1)* and *any* other *three (3)*
3. Each question carries *25 marks*
4. Start each question on a new page

Question 1

a. Examine the recent trends in information systems, such as cloud computing, big data analytics, artificial intelligence, and Internet of Things (IoT). (15 marks)

b. Evaluate how these trends are reshaping organisational strategies, business models, and operations highlighting the potential opportunities and challenges they present. (10 marks)

Question 2

a. Discuss the impact of globalisation on information systems and organizational strategies. (15 marks)

b. Analyse how organizations adapt their information systems and technology infrastructure to support global operations and market expansion. (10 marks)

Question 3

a. Discuss strategies for fostering a culture of continuous improvement and innovation within organizations in a rapid technology change environment. (25 marks)

Question 4

Evaluate the impact of big data analytics on decision-making processes, innovation, and competitive advantage in various industries. (25 marks)

Question 5

a. Explain the concept of business process reengineering (BPR) and its relationship with information systems. (15 marks)

b. Discuss how organizations may leverage information systems to support BPR initiatives and improve business processes. (10 marks)

Question 6

a. Discuss the ethical considerations associated with the use of information systems in organizations. (15 marks)

b. Evaluate the role of ethical frameworks and codes of conduct in guiding responsible behaviour and decision-making in information systems management. (10 marks)

END OF PAPER