



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE
MASTER OF COMMERCE DEGREE IN BUSINESS
ADMINISTRATION
MANAGEMENT INFORMATION SYSTEMS

MBA 108

PART 1 SEMESTER 2 EXAMINATION

TOTAL MARKS [100]

DATE: OCTOBER 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. Explain the concept of knowledge management systems and their role in organizational learning. (15 marks)
- b. Evaluate how knowledge management systems contribute to innovation, knowledge sharing, and organizational agility. (10 marks)

Question 2

- a. Explain the concept of cybersecurity and its importance in protecting organizational assets and sensitive information. (15 marks)
- b. Evaluate any 5 strategies for developing a comprehensive cybersecurity strategy and building a strong security culture within organizations. (10 marks)

Question 3

- a. Explain any 3 factors to consider when designing and implementing an effective database management system. (15 marks)
- b. Discuss any 5 best practices for ensuring data integrity, security, and scalability in database management systems. (10 marks)

Question 4

- a. Discuss the role of social media and digital platforms in marketing and customer engagement. (15 marks)
- b. Analyse how organizations leverage social media analytics and customer feedback to enhance brand reputation and customer relationships. (10 marks)

Question 5

- a. Explain the concept of agile methodology in software development and its advantages over traditional waterfall approaches. (15 marks)
- b. Evaluate the benefits and challenges of adopting agile methodologies in information systems development projects. (10 marks)

Question 6

- a. Discuss the role of user experience (UX) design in developing user-friendly and intuitive information systems. (15 marks)
- b. Analyse the impact of UX design on user satisfaction, productivity, and adoption rates of information systems. (10 marks)

END OF PAPER