



FINAL EXAMINATION

Semester	:	SEPTEMBER 2025 SEMESTER
Programme Name	:	CERTIFICATES IN BUSINESS STUDIES
Course Code & Name	:	CBS1103 MANAGEMENT INFORMATION SYSTEMS
Duration	:	3 HOURS

INSTRUCTIONS TO CANDIDATES:

1. Please read the instructions given in the question paper **CAREFULLY**.
2. The question paper consists of **FOUR (4)** questions.
3. Answer **ALL** questions in the question paper.
4. Answers to the questions are to be written into the examination booklet.
5. Electronic dictionaries, lecture notes, files or any unauthorised materials except writing equipment are strictly prohibited.

This question paper must be submitted along with all used and/or unused rough papers and/ or graph papers (if any). Candidates are **NOT ALLOWED** to take any examination paper(s) used or unused out of the examination hall.

WARNING:

The Examination Board of Peninsula College Georgetown regards cheating as a very serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from Peninsula College Georgetown.

(This booklet contains 6 printed pages including this page)
DO NOT OPEN THIS BOOKLET UNTIL YOU ARE ALLOWED TO DO SO

Part A: Twenty (20) True or False Questions

(20 Marks)

Answer the questions on the separate sheet provided.

1. Companies today are successful when they combine the power of the information age with traditional business methods. **TRUE FALSE** (1 Mark)
2. Technology provides countless business opportunities but can also lead to pitfalls and traps for a business. **TRUE FALSE** (1 Mark)
3. Top managers use social intelligence to define the future of the business, analyzing markets, industries and economies to determine the strategic direction the company must follow to remain unprofitable. **TRUE FALSE** (1 Mark)
4. Porter's Five Forces Model outlines the process for a sales strategy. **TRUE FALSE** (1 Mark)
5. Porter's Five Forces Model outlines the process for a sales strategy. **TRUE FALSE** (1 Mark)
6. Successful companies today operate cross-functionally, integrating the operations of all departments. **TRUE FALSE** (1 Mark)
7. The chief technology officer is responsible for ensuring the security of business systems and developing strategies and safeguards against attacks from hackers and viruses. **TRUE FALSE** (1 Mark)
8. There are many challenges to changing doctors, including transferring medical records and losing the doctor's patient relationship along with the doctor's knowledge of the patient's history. Changing doctors provides a great example of switching costs. **TRUE FALSE** (1 Mark)
9. The value chain will group a company's activities into two categories: primary value activities and support value activities. **TRUE FALSE** (1 Mark)
10. A standardized set of activities that accomplish a specific task is called a supply chain component. **TRUE FALSE** (1 Mark)
11. Buyer power is the ability of buyers to affect the price they must pay for an item. **TRUE FALSE** (1 Mark)
12. MIS is a tool that is most valuable when it leverages the talents of people who know how to use and manage it effectively. **TRUE FALSE** (1 Mark)

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| 13. A variable is a business intelligence characteristic that stands for a value that cannot change over time. | TRUE | FALSE | (1 Mark) |
| 14. The information age is the present time, during which infinite quantities of facts are widely available to anyone who can use a computer. | TRUE | FALSE | (1 Mark) |
| 15. An overview of systems thinking includes input, process, output, and finances. | TRUE | FALSE | (1 Mark) |
| 16. Operational management is responsible for directing the day-to-day operations of the business and therefore needs transaction- level information. | TRUE | FALSE | (1 Mark) |
| 17. You would use an MIS to help decide whether to introduce a new product line. | TRUE | FALSE | (1 Mark) |
| 18. Online collaboration tools eliminate the need for global firms to have synchronous collaboration. | TRUE | FALSE | (1 Mark) |
| 19. Transaction processing systems are most used by the senior management level of an organization. | TRUE | FALSE | (1 Mark) |
| 20. Management information systems typically support nonroutine decision making. | TRUE | FALSE | (1 Mark) |

Part B: Fifteen Multiple- Choice Questions (30 Marks)

Answer the questions on the separate sheet provided.

1. The important dimension of the knowledge is all the below **EXCEPT**. (2 Marks)
 - A. Knowledge is a firm asset
 - B. Knowledge has different forms
 - C. Knowledge has a location
 - D. Knowledge is non-situational

2. _____ is software that can identify patterns in very large databases without explicit programming although with significant human training. (2 Marks)
 - A. Generic Algorithms
 - B. Robotic
 - C. Machine learning
 - D. Natural Language Processing

3. Identify missing stages of decision making. (2 Marks)

Intelligence → Design → _____ → Implementation

 - A. Choice
 - B. Hardware
 - C. Placing
 - D. None of the above.

4. SDLC is ___process for building System. (2 Marks)
 - A. Efficient
 - B. Non-systematic
 - C. Systematic
 - D. None of these

5. SDLC works by ___of system development. (2 Marks)
 - A. Lowering the cost
 - B. Higher in the cost
 - C. Average in the cost
 - D. None of these

6. Strategic group analysis refers to _____. (2 Marks)
 - A. identifying similarities and differences between groups of people who buy and use your firm's goods and services.
 - B. identifying strategies for groups of multinational firms.
 - C. identifying strategies for similar groups of firms.
 - D. identifying firms with similar strategies or competing on similar bases.

7. Mobility barriers are _____. (2 Marks)
 - A. barriers which prevent other firms entering the strategic group and threatening the existing members
 - B. barriers which constrain the mobility of multinational firms in foreign markets.
 - C. barriers related to the human tendency to reject unfamiliar or negative information.
 - D. barriers between countries that prevent multinational firms from crossing borders.

8. The Five Forces Model can be used to _____ . (2 Marks)
- A. Plan a firm's global strategy based on internal firm resources.
 - B. Understand a firm's strategic internal assets in global markets or regional markets
 - C. Analyses a firm's competitive position in a specific market segment or similar market segments
 - D. Explain why industry changes may force firms to relocate parts of their business to other countries
9. MIS is a business function, like accounting or sales, which moves information about people, products, and processes across the company to facilitate decision making and problem solving. What does MIS stand for? (2 Marks)
- A. Management Information Strategy.
 - B. Management Intelligence System.
 - C. Management Information System.
 - D. Management Information Strategist.
10. The challenge that companies today sometimes have is that they are departmentalized and act independently of each other. One solution that can help a company work interdepartmentally includes _____. (2 Marks)
- A. System processes.
 - B. Human resources.
 - C. Management information systems.
 - D. Resource information systems.
11. Feedback is information that returns to its original transmitter and modifies the transmitter's actions. What would the original transmitter include? (2 Marks)
- A. Input, Transform, Output.
 - B. Input, Transform, Outnumber.
 - C. Output, Input, Performer.
 - D. Input, Process, Transform.
12. MIS is a business function. Which of the following does MIS perform to help aid the company in decision making and problem solving? (2 Marks)
- A. Move information about people.
 - B. Moves processes across the company to improve systems.
 - C. Move information about products.
 - D. All the above.
13. MIS can be an important enabler of business success and innovation. Which of the below statements is accurate when referring to MIS? (2 Marks)
- A. MIS equals business success and innovation.
 - B. MIS represents business success and innovation.
 - C. MIS is not a valuable tool that leverages talent
 - D. MIS is a valuable tool that can leverage the talents of people who know how to use and manage it effectively.
14. If you were thinking about a home theater system which of the following represents the feedback? (2 Marks)
- A. DVD player, DVD movie, speakers, TV, and electricity.
 - B. Playing the movie including the audio through the speakers and the video on the TV.
 - C. A message stating that the disk is dirty and cannot be played.
 - D. Spinning the disk to play, pause, rewind, or fast forward.

15. Which of the following is **NOT** a typical way that a company would duplicate a competitive advantage? (2 Marks)
- A. Acquiring new technology.
 - B. Copying the business operations.
 - C. Hiring key employees.
 - D. Carrying large product inventories.

Part C: Answer the following structured questions. (50 Marks)

Answers are to be written on the answer sheet provided.

1. a) Describe **TWO (2)** impacts of Information Systems on organizations. (4 marks)
- b) Describe the **FIVE (5)** roles of Porter's competitive forces model in helping companies develop competitive strategies using information systems. (15 marks)
- c) Explain **THREE (3)** challenges posed by strategic information systems. (6 marks)
- Total: [25 marks]
2. a) Create a table to explain **FIVE (5)** difference between LAN, WAN and MAN. (25 marks)
- Total: [25 marks]

- END OF QUESTIONS -