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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATIONS, 2020/2021 ACADEMIC YEAR
THIRD YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF BUSINESS INFORMATION TECHNOLOGY**

KBA 2302 - FINANCE AND BUSINESS INFORMATION SYSTEMS

Date: 16th December, 2020

Time: 2.30pm – 4.30pm

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Define the following terms;
- i) Data
 - ii) Information
 - iii) Information System
 - iv) E-business
 - v) EDI (5 Marks)
- b) According to Wang and Strong, there are the four dimensions or elements of Information Quality. Describe these four dimensions of information quality. (8 Marks)
- c) Giving an example of each, describe five E-marketing capabilities provided by the Internet. (10 Marks)
- d) Evaluate four of the challenges of managing IT infrastructure and management solutions. (7 Marks)

QUESTION TWO (20 MARKS)

- a) Various authors propose various lists of metrics for assessing the quality of information. Explain five of the most essential characteristic features for information quality. (10 Marks)
- b) Define the term “Customer Relationship Management (CRM) system. (2 Marks)
- c) Account for four reasons you would advocate a company to invest in a CRM. (8 Marks)

QUESTION THREE (20 MARKS)

- a) Describe the following the new ways of conducting business electronically that are influenced by adoption of Information Systems by organizations.
- i) Flattening organizations
 - ii) Separating work from location is possible
 - iii) Reorganizing work flows
 - iv) Reducing organizational boundaries (8 Marks)
- b) Discuss three direct and three indirect advantages of Enterprise Resource Planning Systems. (6 Marks)
- c) Outline six services that may be provided by an enterprise application. (6 Marks)

QUESTION FOUR (20 MARKS)

- a) Explain the role played by the AIS in a company's value chain and discuss ways that the Accounting Information System (AIS) can add value to a business. (10 Marks)
- b) Define IT infrastructure and describe its components. (10 Marks)

QUESTION FIVE (20 MARKS)

- a) Explain the opportunities that are present through e-business and e-marketing. (10 Marks)
- b) Describe some of the challenges associated with online marketing and e-business. (10 Marks)