

CENTRAL UNIVERSITY
END-OF-SEMESTER II EXAMINATIONS
2020/2021



DEPARTMENT OF MANAGEMENT AND PUBLIC ADMINISTRATION

CBFW206: Management Information for Business (MIB)

3 CREDITS

CAMPUSES: MIOTSO/MATAHEKO

SESSION: MORNING, EVENING AND WEEKEND

DURATION: 2 HOURS 30MINUTES

STUDENT ID No:

INSTRUCTIONS:

THIS EXAMINATION HAS TWO (2) SECTIONS, A & B, RESPECTIVELY, EACH CARRYING THIRTY (30) MARKS. TOTAL MARKS IS SIXTY (60).

SECTION A

ANSWER ALL QUESTIONS. EACH CORRECT ANSWER IN THIS SECTION CARRIES EQUAL MARK.

1. the electronic and mechanical components you can see and touch.
 - a) Software
 - b) Network technology
 - c) Hardware
 - d) All of the above

2. the set of instructions that direct the hardware, which are not tangible.
 - a) Hardware
 - ~~b) Software~~
 - c) Network technology
 - d) None of the above.

3. increases the power of information technology (IT) by allowing the sharing of resources.
 - ~~a) Network technology~~
 - b) Hardware
 - c) Software
 - d) None of the above.

4. Which of the following alternative answers is/are correct?
 - I. Local Area Network (LAN) connects computers that are physically close together
 - II. Local Area Network (LAN) are designed to control the network privately under local administrative control
 - III. Local Area Network (LAN) connects computers that are physically far apart
 - IV. Local Area Network (LAN) technologies include telephone lines and satellite communications
 - a) Only I above.
 - b) I & II above.
 - c) I & III above.
 - d) Only IV above.

5. Derived from the term internetworking, which meant connecting networks, is a worldwide collection of millions of computers and networks of all sizes.
 - a) the wide area network
 - b) the Intranet
 - c) the Internet
 - d) None of the above

6. Which of the following alternative answers is/are correct?

- I. An intranet is a network within an organization that uses Internet protocols and technologies for, among other things, collecting, storing, and disseminating useful information that supports business activities
 - II. The local area network (LAN) was part of a project started in 1969 by the U.S. Department of Defense and was the beginning of the intranet
 - III. The world wide web (www) connects computers that are mainly in close proximity with each other
 - IV. An intranet facilitates internal use by employees; companies may and do allow trusted business partners to access their intranet
- a) Only I above.
 - b) I & II above.
 - c) I & III above.
 - d) I and IV above.

7. the uses the Internet and web technologies to connect intranets of business partners facilitates communication between organizations or between consumers

- a) The extranet
- b) The intranet
- c) The Internet
- d) The World Wide Web

8. Some of the potential benefits of extranets include two of the following:

- I. intranets use Internet technologies to solve organizational problems
 - II. they allow companies to reduce internetworking costs and give competitive advantage
 - III. they require a comprehensive security system and management control
 - IV. they define and limit access which are important for security reasons
- a) Only I above
 - b) I & II above
 - c) II & III above
 - d) I and IV above

9. can be defined as "a product or service that an organization's customers value more highly than similar offerings from its competitors".

- a) Comparative advantage
- b) Generic competitive strategies
- c) Cost leadership
- d) Competitive advantage

10. Which of the following alternative answers is/are most correct?

- a) A value chain is a set of activities that a firm operating in a specific industry performs in order to deliver a valuable product or service for the market
- b) A product differentiation is the process or activities by which a company adds value to an article, including production, marketing, and the provision of after-sales service
- c) A value chain is very important to ensure that your product remains unique, in order to stay ahead of possible competition
- d) All of the above

11. refers to all actions taken by firms in the industry to improve their positions and gain advantage over each other

- a) Value chain management
- b) Supply chain management
- c) Rivalry among competitors
- d) Rivalry among customers

12. is backward or forward integration into adjacent activities in the value network.

- a) Vertical integration
- b) Diagonal integration
- c) Horizontal integration
- d) None of the above

13. Ethel & Precious is a business startup in the beauty and cosmetics industry. Ethel & Precious has had the rare and unique opportunity to be the local representative of Rihanna's Fenty Beauty make-up products in West Africa. In line with its ambition of targeting the youth of continental Africa, Ethel & Precious has decided to acquire and/or forge strategic alliances with distributors in the make-up foundation market. When a company moves further in the direction of controlling the distribution of its products or services, it is, which is a form of vertical integration.

- a) forward integration
- b) backward integration
- c) continental integration
- d) None of the above

14. Essentially, a company undertakes by acquiring or merging with business entities that were its customers, while still maintaining control over its initial business.

- a) forward integration
- b) backward integration
- c) continental integration
- d) None of the above

15. The concept of forward integration is inherently related to the concept of the

- a) supply chain
- b) demand chain
- c) All of the above
- d) None of the above

16. Which two of the following statements do you understand as correct about backward integration?

- i. Backward integration is a form of vertical integration in which a company expands its role to fulfill tasks formerly completed by businesses up the supply chain

- II. Backward integration allows companies to reduce internetworking costs and give competitive advantage
 - III. Backward integration requires a comprehensive security system and management control
 - IV. Backward integration is when a company buys another company that supplies the products or services needed for production
- a) Both II & IV above
 - b) Both I & II above
 - c) Both II & III above
 - d) Both I and IV above

17. Kezia & Bernard is a catering services business in Ghana. Its specialty is pastries and confectionaries. It has just signed an agreement to acquire an ice cream retail chain called Betty Ice as it continues to bolster its ice cream portfolio. Kezia & Bernard has been under pressure to improve its ice cream unit, which suffered last year as a result of rival CU Yoghurt growing in popularity with its low-calorie products. Kezia & Bernard said this partnership aims to further expand the brand by combining its strengths with the local ice cream market expertise and knowhow of Betty Ice. This is a situation whereby a manufacturer purchases its retailer to secure control over the distribution channels. This strategy is referred to as

- a) Forward integration
- b) Backward integration
- c) Horizontal integration
- d) None of the above

18. "Annes Perfections is a food processing business that you can trust. We are into healthy and safe food production to meet the health and nutrient needs of our clients. Annes Perfections gives you safe, quality and nutritious products. These are produced in a safe and hygienic facility. Our facility and products are licensed and certified respectively by the Ghana Food and Drugs Authority (FDA). Annes Perfections' range of products are a perfectly blended mixture from carefully hand-selected natural ingredients that gives you a great taste and a hearty meal", says founder and CEO Anne Ewurabena Sarfo. The products include purely 100% peanut butter and cereals fortified with soya beans. Annes Perfections' food production and packaging factory as well as office are located at Dawhenya, near Tema in Ghana.

An organisational development and business consultant is advising the management of Annes Perfections to acquire a supplier of peanut and soya beans in order to secure the regular and reliable supplier of its key raw materials. This strategy is referred to as

- a) Forward Integration
- b) Backward integration
- c) Horizontal integration
- d) All of the above

19. A is an orderly grouping of interdependent components linked together according to a plan to achieve a specific objective.

- a) component
- b) system
- c) computer
- d) All of the above

20. Regarding the elements of a system, an output is checked with desired standards of the output set, and necessary steps are taken for achieving the output as per the standards. This is called

- a) feedback
- b) boundaries
- c) Processing
- d) All of the above

21. In order to get the desired results, it is essential to monitor and control the input, processing and the output of the system. This job is done by the

- a) output
- b) input
- c) control
- d) All of the above

22. Which of the following statements is/are correct regarding 'environment' as a component of a system?

- I. The environment is what data the system receives to produce a certain output
- II. The things outside the boundary of the system are known as environment
- III. Change in the environment affects the working of the system
- IV. The environment is what goes out from the system after being processed is known as output

- a) Only I above
- b) I & II above
- c) II & III above
- d) I and IV above

23. As an element of a system, are the interconnections and the interactions between the sub-systems.

- a) interfaces
- b) inputs
- c) outputs
- d) All of the above

24. What is an information system?

- a) An information system may be defined as a set of integrated devices that input, output, process, and store data and information
- b) An information system may be defined as a set of devices, procedures, and operating systems designed around user-based criteria to produce information and communicate it to the user for planning, control and performance.
- c) An information system may be defined as a way in which an organization manages the interrelated parts of its business in order to achieve its objectives
- d) All of the above

25. Information systems that monitor the elementary activities and transactions of the organisation are
- a) Management level system
 - b) Operational level system
 - c) Knowledge level system
 - d) Strategic level system
26. Which of the following individuals typically have less formal, advanced educational degrees and tend to process rather than create information?
- a) Knowledge workers
 - b) Executives
 - c) Systems analysts
 - d) Data workers
27. system can be any organized combination of people, hardware, software, communications networks and data resources that collects, transforms and disseminates information in an organisation.
- a) Information
 - b) Integrated
 - c) Horizontal
 - d) Vertical
28. A sequence of instructions that works together to perform a task is called
- a) a program
 - b) statements
 - c) a block
 - d) a grouping
30. Which of the following definitions of Management Information Systems (MIS) is correct?
- a) Management Information Systems (MIS) is the study or use of systems (especially computers and telecommunications) for storing, retrieving, and sending information.
 - b) Management Information Systems (MIS) is the informal discipline within business education that bridges the gap between computer science (Technology) and well-known business disciplines
 - c) Management Information Systems (MIS) is the discipline covering the application of people, technologies, and procedures collectively, to solving business problems
 - d) All of the above

SECTION B
ANSWER ANY ONE QUESTION

1. There are many ways in which, with the efficient use of information technology (IT), a company can improve its knowledge of its customers. Explain and give examples of how IT can be used in this way. [20 marks]
2. What are the main forms of electronic commerce? Explain the advantages and the key disadvantage of using electronic commerce and how this can be reduced. [20 marks]
3. The Managing Director of a national engineering company has asked you to write a brief report on how the Internet can be used to promote and advertise the company. Describe the advantages of using this technology and comment on any issues that may need to be considered. [20 marks]

END OF EXAMINATION