

ISLAMIC UNIVERSITY OF TECHNOLOGY (IUT)
ORGANISATION OF ISLAMIC COOPERATION (OIC)

DEPARTMENT OF BUSINESS AND TECHNOLOGY MANAGEMENT

Semester Final Examination

Summer Semester, A. Y. 2022-2023

Course No: BTM 4609

Time : 3 hours

Course Title: Management Information Systems

Full Marks : 150

Answer **all 6 (six)** questions. All questions carry equal marks. Marks of each question and corresponding CO and PO are written in the right margin within brackets.

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1. When large amounts of data are stored in electronic form, they are vulnerable to many kinds of threats. The potential for unauthorized access or damage is not limited to a single location but can occur at many access points in the network. Therefore, organizations must identify the contemporary security challenges and design organizational framework for security and control.
 - a) Based on the above information, illustrate various vulnerabilities and threats against information systems. 15 (CO1) (PO1)
 - b) Can information systems be secured using general control and application control mechanisms. Analyze. 10 (CO2) (PO2)

 2. Founded in 2003 in the UK, Deliveroo is an on-demand, online food delivery platform that links hungry people looking for a meal with restaurants seeking to provide them, using thousands of bike riders to deliver hot meals in a timely fashion. Deliveroo's business model is based on paying drivers below market wages and on the absence of benefits which are common in most countries and considered a part of paid employment. Deliveroo accomplishes this in law by defining itself not as a food delivery service but rather as a digital platform used by self-employed independent contractors. Deliveroo makes money by collecting a commission from restaurants for each order and charging customers a delivery fee.
 - a) Why e-commerce is different from traditional commerce? Analyze. 9 (CO1) (PO1)
 - b) Explain different e-commerce business models with examples. 9 (CO1) (PO1)
 - c) What kind of business model and revenue model are Deliveroo using? 7 (CO2) (PO2)

 3.
 - a) Why is the system for collaboration and social business so important? What tools and technologies do organization use for collaboration and social business? 15 (CO3) (PO3)
 - b) Why are information systems so essential for running and managing a business at present? 10 (CO3) (PO3)

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| 4. a) | Analyze the impacts of various organizational features on building information systems. | 12 | (CO2)
(PO2) |
| b) | Evaluate the impacts of information systems on organizations. | 13 | (CO2)
(PO2) |
| 5. a) | What are the different types of decisions and how does the decision-making process work? Describe with examples. | 12 | (CO3)
(PO3) |
| b) | How does knowledge management add value to business? Explain using knowledge management value chain. | 13 | (CO3)
(PO3) |
| 6. | <p>Kenya Airways, the national flag carrier of Kenya and a member of the SkyTeam alliance, was struggling in understanding and engaging its customer base effectively. Despite being a major player in African aviation, the airline struggled with declining passenger numbers exacerbated by external factors like Ebola fears, terrorism, and stiff competition from Gulf carriers. The crux of the problem was the fragmented and inefficient marketing efforts, coupled with outdated, unmeasurable advertising methods and a lack of integrated customer data across the organization. This disorganization hindered effective customer relationship management and resulted in a poor alignment of marketing strategies with customer needs.</p> <p>Finally, Kenya Airways embarked on a multiyear initiative to overhaul its customer relationship management by implementing Oracle's suite of Marketing, Sales, Data, and Service Clouds. This transformation involved automating and centralizing customer data to enable targeted, efficient marketing campaigns, and personalized customer service. The adoption of these technologies allowed the airline to significantly improve the reach and effectiveness of its marketing campaigns, evidenced by a substantial increase in marketing email open rates and customer acquisition rates. Moreover, the integration facilitated a unified view of customer activities and preferences, which enhanced cross-departmental coordination and overall business performance, setting a new standard in how the airline approached its market and customer engagement.</p> | 25 | (CO2)
(PO2) |

Based on the above case answer the following questions:

- I. What was the problem at Kenya Airways? What management, organization, and technology factors contributed to this problem?
- II. Analyze the business value of customer relationship management to Kenya Airways.
- III. Describe Kenya Airways' solution to its problem. Do you think that the solution was effective? Why or why not?