



OFFICE OF THE DEPUTY VICE CHANCELLOR
ACADEMICS, RESEARCH AND STUDENT AFFAIRS

UNIVERSITY EXAMINATIONS

2025/2026 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER MAIN EXAMINATION

FOR THE BACHELOR OF BUSINESS INFORMATION TECHNOLOGY

COURSE CODE: BBIT 111

COURSE TITLE: INTRODUCTION TO BUSINESS INFORMATION
TECHNOLOGY

DATE: 08/12/2025

TIME: 2.00-5.00PM

INSTRUCTIONS TO CANDIDATES

- SEE INSIDE
- THIS PAPER CONSISTS OF 3 PRINTED PAGES
- PLEASE TURN OVER

INSTRUCTIONS TO CANDIDATES

1. **Section A** is compulsory. Answer **all questions** in that section.
2. In **Section B**, answer **any TWO questions**.
3. Show clarity, accuracy, and logical flow in your answers.
4. Creativity will be rewarded.

SECTION A (20 MARKS)

QUESTION ONE (Compulsory)

Case Study – TechSavvy Ltd: Digital Transformation in a Logistics Company

TechSavvy Ltd. is a mid-sized logistics firm based in Nairobi that provides transportation and warehousing services across East Africa. The company has experienced rapid growth due to increased demand for e-commerce delivery services. However, its legacy systems consisting of spreadsheets, paper-based tracking, and manual invoicing can no longer handle the growing volume of operations efficiently. The management has resolved to implement an integrated Enterprise Resource Planning (ERP) system linked to Customer Relationship Management (CRM) and Business Intelligence (BI) tools to streamline operations and enhance decision-making.

During the initial stages of implementation, the company encountered serious challenges. Employees expressed resistance to the new system, citing job insecurity and a lack of IT skills. Managers struggled to interpret analytics dashboards, while inconsistent data from different departments created reporting errors. Moreover, cybersecurity risks increased as the firm moved its data and systems to the cloud, prompting concerns over client confidentiality and data integrity.

To navigate this transition, TechSavvy Ltd. is reviewing its IT infrastructure, workforce digital literacy, and data governance framework. The management also plans to explore emerging technologies such as Artificial Intelligence (AI), Internet of Things (IoT), and Blockchain to improve fleet management, optimize delivery routes, and strengthen customer engagement. The success of this transformation depends on how effectively the company integrates technology with business strategy, culture, and risk management.

Required:

- a) Identify and explain **five** key components of an Information System that are critical to TechSavvy Ltd.'s digital transformation. (5 marks)
- b) Explain how data management and business intelligence tools can enhance decision-making at TechSavvy Ltd. (5 marks)
- c) Identify **five** cybersecurity risks that TechSavvy Ltd. may face during its digital transformation and propose mitigation strategies. (5 marks)
- d) Discuss how emerging technologies such as Artificial Intelligence (AI) and Cloud Computing could improve TechSavvy Ltd.'s business efficiency and competitiveness. (5 marks)

SECTION B (40 MARKS)

Answer any **TWO** questions.

QUESTION TWO (20 MARKS)

- a) Describe the System Development Life Cycle (SDLC) and explain its significance in developing business information systems. (10 marks)
- b) Discuss **five** ethical issues associated with the use of information technology in business. (10 marks)

QUESTION THREE (20 MARKS)

- a) Explain **four** major types of information systems used in organizations, giving relevant business examples. (8 marks)
- b) Discuss how Business Process Reengineering (BPR) integrates with IT to enhance efficiency and competitiveness. (7 marks)
- c) Identify and explain **five** challenges organizations face during IT implementation. (5 marks)

QUESTION FOUR (20 MARKS)

- a) Define and distinguish between hardware, software, and network infrastructure in a business information system. (5 marks)
- b) Outline the main types of computer networks and explain their applications in modern businesses. (5 marks)
- c) Discuss **Five** data security measures organizations can adopt to protect their information assets. (5 marks)
- d) Explain the role of project management in successful IT system implementation. (5 marks)