



FACULTY OF BUSINESS SCIENCES AND MANAGEMENT

DEPARTMENT OF MARKETING

BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING

MARKETING INFORMATION SYSTEMS [BMA2203]

FINAL EXAMINATION

APRIL 2025

DURATION: 3 HOURS

INSTRUCTIONS

1. Answer **QUESTION ONE (Compulsory)** and any other **THREE** questions.
2. All Questions carry 25 marks each
3. Begin each question on a new page.

INFORMATION

1. This examination paper contains six [6] questions.
2. Marks per question are as indicated.
3. Questions may be attempted in any order.
4. This paper consists of three printed pages including the cover page

Question 1 [COMPULSARY]

The transformation of raw data into meaningful information is critical in decision-making. Using an illustrated diagram, choose a Zimbabwean business and discuss how it processes data to improve efficiency and competitiveness. **[25 marks]**

Question 2

Competitive advantage through information systems is crucial in today's business environment. Using a Zimbabwean telecommunications company as a case study, analyze how information systems provide a strategic advantage. **[25 marks]**

Question 3

Discuss how an enterprise resource planning (ERP) system could enhance the efficiency of a manufacturing company in Zimbabwe and provide examples of possible advantages and challenges the company may face in implementing such a system. **[25 marks]**

Question 4

The digital economy is growing rapidly in Zimbabwe. Discuss the infrastructure requirements necessary for successful e-commerce and m-commerce adoption by Zimbabwean businesses. **[25 marks]**

Question 5

Discuss the key challenges Zimbabwean businesses face in securing information systems and the impact of cyber-attacks on business continuity. **[25 marks]**

Question 6

Discuss how Decision Support Systems (DSS) can aid Zimbabwean agricultural businesses in making more informed decisions about production and market trends. **[25 marks]**

End of Paper