ISBM

2025

YEAR 1

KAPASA MAKASA UNIVERSITY

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SCHOOL OF APPLIED SCIENCES AND EDUCATION

DEPARTMENT OF INFORMATION AND COMMUNICATION TECHNOLOGY

Year of Study: One

Academic Year: 2025

End of Year I Examinations

COURSE TITLE: ***FOUNDATIONS FOR SUCCESS IN BUSINESS***

COURSE CODE: ISD 131

Date: .... **Time:** ....

INSTRUCTIONS TO CANDIDATES

1. There are **EIGHT** questions in this paper.
2. Question one and two in section A are Compulsory.
3. Answer any other three (3) other questions in section B to make a total of five questions.
4. All questions carry 20 marks indicated in square brackets at the end of each.
5. Write your answers clearly and neatly.
6. Illustrate your answer where possible.
7. Follow further instructions in the answer booklet

SECTION A:

Question One Compulsorily

ABC Ltd is a medium-sized company that manufactures consumer goods. For the year ending 31 December 2024, the company reported **sales of K5,000,000** with a **cost of goods sold of K3,000,000**, leaving a **net profit of K400,000**. The statement of financial position showed **current assets of K900,000**, which included **inventory worth K250,000** and **accounts receivable of K200,000**. The company's **current liabilities stood at K600,000**, while **total assets were valued at K3,500,000**. Out of this, **total equity amounted to K1,500,000**.

The Board of Directors has expressed concern about the company's financial health and its ability to access a medium-term bank loan for expansion. They have asked you, as a business student, to carry out a financial analysis and provide advice.

Required:

a) Calculate the following ratios and show workings: **(10 marks)**

- i. Current ratio,
- ii. Quick ratio,
- iii. Inventory turnover,
- iv. Gross profit margin,
- v. Return on equity.

b) Interpret three of the ratios above in terms of short-term liquidity, operational efficiency, and investor return. Use the numeric results to support your interpretation. **(4 marks)**

c) Based on your calculations and interpretation, recommend three practical actions management should consider to improve the company's financial position. Explain the reasoning behind each recommendation. **(3 marks)**

d) Would you recommend the company for a medium-term bank loan? Justify your answer, referring to at least two ratios and one qualitative consideration. **(1 mark)**

Question 2

Greenfield Manufacturing Ltd. is considering purchasing a new production machine to expand its operations. The machine has an **initial cost of $100,000**. Management expects the machine to generate **annual cash inflows of $30,000 for five years**, and at the end of Year 5, the machine can be sold for a **salvage value of $10,000**. The company uses a **discount rate of 10%** to evaluate investment opportunities.

As the financial analyst for Greenfield Manufacturing, you are asked to:

a) Calculate the **Net Present Value (NPV)** of purchasing the machine. **(10 marks)**

b) Determine the **Payback Period** for the investment. **(5 marks)**

c) Based on your calculations, advise management on whether the company should proceed with the purchase, explaining your reasoning. **(5 marks)**

Question 3

a) Define a business model and list its core components. Explain why each component is important for creating and capturing value. **(4 marks)**

b) Describe two distinct revenue models (e.g., subscription-based and transaction-based), give a concrete business example for each, and explain one strength and one limitation of each model. **(4 marks)**

c) A start-up, **AgriDirect**, wants to sell farm produce directly to urban consumers using a mobile app. Identify this venture's likely value proposition, three key partners, and two measurable metrics that would show whether it is creating value for customers. Explain your choices. **(4 marks)**

d) d) Explain how a clear understanding of the business model can help AgriDirect make better strategic decisions. **(4 marks)**

e) e) Discuss one challenge AgriDirect may face in implementing its business model and suggest a possible solution. **(4 marks)**

Question 4

Scenario: **Kafue Textiles** manufactures school uniforms in Zambia. They hold a 30 percent domestic market share. Imported uniforms are becoming cheaper, and raw material costs are rising.

a) Outline a five-stage strategic planning process the firm should follow to respond to this threat. briefly stating the main activity in each stage. **(5 marks)**

b) Carry out a focused SWOT analysis (one line each) using the scenario facts and reasonable assumptions. **(4 marks)**

c) Propose one SMART objective the firm could set for the next 12 months and justify why it meets SMART criteria. **(3 marks)**

d) Recommend two strategic options (e.g., cost leadership, differentiation, partnerships) and explain one advantage and one risk for each option. **(4 marks)**

e) Explain one method the firm could use to monitor progress toward the SMART objective. **(4 marks)**

Question 5

Scenario: A mid-size retail chain faces new online entrants and informal market vendors undercutting prices.

a) Explain how you would identify and classify this firm's direct and indirect competitors. List three data sources you would use and explain the value of each source. **(4 marks)**

b) Using Porter's Five Forces, analyze briefly how the entry of online competitors affects the firm's competitive environment. Provide one concrete implication for the firm's strategy. **(4 marks)**

c) Discuss two ethical constraints the firm must observe when gathering competitive intelligence, and propose one practical step to ensure compliance with those constraints. **(4 marks)**

d) Would you advise implementing a competitor response that focuses on customer experience rather than price? Provide a reasoned yes or no, with one supporting example. **(4 marks)**

e) Suggest one additional metric the firm could track to measure competitor impact. **(4 marks)**

Question 6

Scenario: A multinational clothing brand receives allegations that one of its suppliers uses child labour. The claims have begun circulating on social media.

a) Identify and evaluate three ethical issues the company must consider immediately. **(4 marks)**

b) Propose a stakeholder-based response plan (steps and priorities) that balances legal, reputational, and operational concerns. Explain why each step is necessary. **(4 marks)**

c) Critically assess the trade-offs between terminating the supplier relationship immediately and initiating a remediation program with the supplier. Which approach would you recommend and why? **(4 marks)**

d) Suggest two measurable indicators the company should publish in a follow-up report to restore stakeholder trust. **(4 marks)**

e) Explain how proactive communication can prevent similar issues in the future. **(4 marks)**

Question 7

You are the founder of a new social enterprise that turns agricultural waste into affordable building materials for low-income housing.

a) Draft a one-paragraph value proposition that clearly states the target customer, the problem solved, and the benefit delivered. **(3 marks)**

b) Create a concise business model canvas listing the nine blocks at a high level (key partners, activities, resources, value proposition, customer relationships, channels, customer segments, cost structure, revenue streams). **(5 marks)**

c) Describe a minimum viable product (MVP) you would build, how you would test it with early customers, and two metrics you would use to judge initial market fit. **(4 marks)**

d) Outline a funding strategy for the first 18 months, naming at least three funding sources and one major non-financial resource you will need. Explain the role each plays. **(4 marks)**

e) Explain one potential operational risk and a mitigation strategy for your social enterprise. (4 marks)

THE END :THANKS

KAPASA MAKASA UNIVERSITY

SCHOOL OF APPLIED SCIENCES AND OPEN LEARNING

DEPARTMENT OF INFORMATION AND COMMUNICATION TECHNOLOGY

INTRODUCTION TO INFORMATION AND COMMUNICATION TECHNOLOGY – ICT 100

DURATION : 3 HRS

DATE: 13th November, 2025.

Total Marks: 100

General Instructions to Candidates:

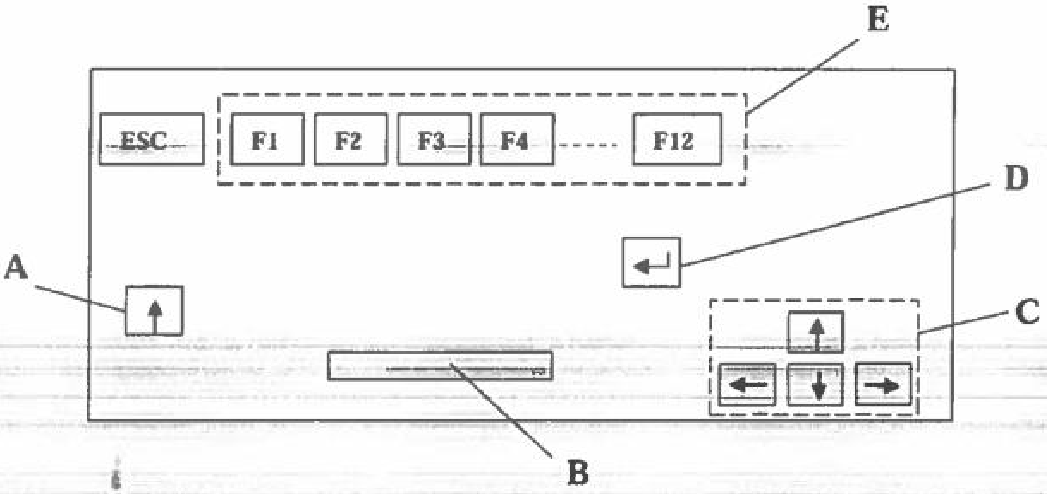
1. Answer questions as instructed.
2. No unauthorized materials are allowed
3. No electronic devices are allowed.
4. Start **each** answer on a new page.
5. Write clearly and legibly.

Exam Instructions:

This question paper contains two sections; SECTION A and SECTION B. Answer all questions in SECTION A and answer two questions from SECTION B. Note that question one in SECTION B is Compulsory.

SECTION A [answer all questions in this section – 50 Marks]

1. Use the diagram below to answer questions (i),(ii) and (iii).



i. Identify the diagram above [2 marks]

ii. Name the parts labelled A,B,C,D and E [5 marks]

iii. State the function of each part labelled B and D in question (ii). [4 marks]

iv. State one function of the diagram identified in question (i). [2 marks]

v. List four storage medium. [4 marks]

vi. In word processing application, when is it appropriate to use copy and paste? [3 marks]

2. i. What is internet? [3 marks]

ii. List four uses of the internet [4 marks]

iii. What is a web browser? [3 marks]

iv. Give two examples of a web browser [2 marks]

v. Explain the following terminologies:

(a) Cell [2 marks]

(b)Column [2 marks]

(c) row [2 marks]

(d) formular bar [2 marks]

3. ABC Supermarket has acquired an application to generate cash receipts for goods purchased by its customers as shown in the diagram below. The amount for each item is obtained by multiplying the unit price and quantity of goods purchased. The subtotal is a summation of the amounts obtained for all purchased items. The tax payable is computed at the rate of 10% of

the subtotal. The total amount to be paid is the summation of the subtotal and the tax payable on purchased items.

Using the diagram below, answer the questions that follow

	A	B	C	D
1	Item	Quantity	Unit Price	Amount
2	Milk	15	2	30
3	Milo	25	3	75
4	Sugar	5	1	5
5			Subtotal	110
6			Tax Payable	11
7			Total Amount	121

III

I II

i. Name the application program used in creating the above. [2 marks]

ii. Identify the parts labelled I, II and III. [3 marks]

iii. Provide the formula used in calculating the following cells.

(a) D2 [1 mark]

(b) D5 [2 marks]

(c) D6 [2 marks]

SECTION B [There are three questions in this section, Question one is compulsory and choose one from the two- Marks 50]

1. The Ministry of Education in Zambia has introduced ICT education across all rural schools to bridge the digital divide. However, teachers have limited ICT knowledge, and infrastructure is poor.

educate
A u free [illegible]
Skill
AI [illegible] [illegible]

   i. Explain the importance of ICT integration in education. [10 marks]
   ii. Identify three challenges that could hinder ICT adoption in rural schools. [8 marks]
   iii. Suggest strategies to overcome these challenges. [7 marks]

2. A government office is migrating from manual systems to computerized operations. Staff need training in operating systems, word processing, spreadsheets, and presentations.
   i. Explain the role of an operating system in managing resources. [8 marks]
   ii. Describe how spreadsheets and presentation tools could improve decision-making in the office. [10 marks]
   iii. Propose a short training program outline for the staff. [7 marks]

3. A university recently experienced frequent phishing attacks and unauthorized access to its Wi-Fi network.
   i. Explain the difference between LAN and WAN in the university setting. [8 marks]
   ii. Identify two common cybersecurity threats faced by students and staff. [8 marks]
   iii. Recommend three safe online practices the university can adopt to reduce risks. [9 marks]

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DEPARTMENT OF INFORMATION AND COMMUNICATION TECHNOLOGY

Year of Study: One

Academic Year: 2025

End of Year I Examinations

COURSE TITLE: MANAGEMENT INFORMATION SYSTEMS

COURSE CODE: ISD110

Date: .... **Time:** ....

INSTRUCTIONS TO CANDIDATES

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SECTION A: Compulsory

Question 1

a) In the context of a growing retail business struggling with disconnected data and delayed decisions, what key **objectives** should a Management Information System (MIS) aim to achieve? **(10 Marks)**

b) What essential **characteristics must the MIS** possess to ensure it delivers accurate, timely, and actionable insights to managers across departments **(10 Marks)**

Question 2

What is MIS? Discuss in detail **(20 marks)**

SECTION B:ANSWER ANY OTHER THREE (3) QUESTIONS FROM THIS SECTION

Question 3

A regional hospital is planning to implement a comprehensive electronic health record (EHR).

As a healthcare IT consultant:

a. Identify the key functional requirements for the hospital's EHR. **(5 marks)**

b. Explain how telemedicine could be integrated with the hospital's infrastructure. **(4 marks)**

c. Apply health informatics concepts to propose interventions that improve patient outcomes. **(6 marks)**

d. Propose a strategy to ensure regulatory compliance during the system rollout. **(5 marks)**

Question 4

A retail chain is struggling with information overload and inconsistent data.

a. Analyze how the components of a decision support system could address these challenges. **(5 marks)**

b. Compare data-driven decision-making with traditional intuitive decision-making in this context. **(4 marks)**

c. Explain how modeling and simulation could help the company test different inventory policies. **(6 marks)**

d. Analyze the benefits and drawbacks of adopting a group decision support system for the executive team. **(5 marks)**

Question 5

A multinational corporation is planning to deploy a CRM system that collects customer data across several countries.

a. Evaluate the privacy and data protection concerns the firm must address. **(5 marks)**

b. Critically assess the ethics of using customer data for targeted marketing. **(5 marks)**

c. Identify which data protection regulations would apply and justify your answer. **(5 marks)**

d. Evaluate cybersecurity threats to the CRM and propose mitigation strategies. **(5 marks)**

Question 6

As an IT project manager, you are tasked with implementing an ERP system in a medium-sized manufacturing company.

a. Create a high-level project plan aligned to the System Development Life Cycle. **(6 marks)**

b. Design a change management strategy to address employee resistance. **(4 marks)**

c. Develop a risk management plan that identifies potential risks and mitigations. **(5 marks)**

d. Formulate a post-implementation evaluation framework to assess project success. **(5marks)**

Question 7

A multinational retailer wants to use business intelligence and analytics to improve operations.

a. Explain the difference between business intelligence and business analytics, with examples. **(4 marks)**

b. Analyze how data warehousing supports BI in large organizations. **(5 marks)**

c. Describe how predictive analytics could reduce stockouts and improve customer satisfaction. **(6 marks)**

d. Analyze the role of dashboards and visualization in managerial decision-making. **(5 marks)**

Question 8

A city government plans to launch a smart city project using IoT sensors, a central urban data platform, and citizen-facing services.

a. Evaluate the benefits and risks of deploying IoT in urban infrastructure. **(5 marks)**

b. Assess the privacy and data governance issues that must be addressed. **(5 marks)**

c. Create an implementation outline for a pilot smart city project. **(6 marks)**

d. Recommend measures to sustain the project after the pilot phase. **(4 marks)**