BOTSWANA OPEN UNIVERSITY

Diploma in Business Management/

Diploma in Human Resource Management

Business Information Systems

IS 122

Sessional Examination

Marks: 100

Duration: 3 Hours

Instructions:

- This examination paper comprises of **Three** sections: **A, B** and **C**

- Answer **ALL** the questions

- Start a question on a new page

- Write legibly in grammatical English

SECTION A: MULTIPLE-CHOICE QUESTIONS [20 MARKS]

Answer all the questions by choosing the best answer from the alternatives given.

1. _____comprise resources that make up a computer based information system.

a) Database, hardware and procedures

b) People, procedures and training

c) Training, documentation and people

d) Hardware, database and server

2. _____ are examples of 'data'.

a) Gender, name and age

b) Book, title and register

c) Book, file and folder

d) Age, name and database

3. The term 'management information system' designates a specific category of information systems serving_____.

a) Integrated data processing throughout the firm.

b) Transaction process reporting.

c) Employees with online access to historical records.

d) Middle management functions.

4. Which one of the following is an attribute of a legacy system?

a) They are small software system in an organisation

b) They are cheap to maintain

c) They are outsourced systems

d) They have no up to date documentation

DIPLOMA
January – June

Botswana Open
University

Sessional Examination
IS 122 - Business Information Systems

5. _____ is not an internet terminology.

a) Uniform Resource Locator (URL)

b) Web browser

c) Mail Merge

d) Email

6. _____ is not a database type.

a) Operational

b) External

c) Internal

d) Distributed

7. Calculating gross pay for hourly workers falls into which category of decision-making?

a) Structured

b) Documented

c) Unstructured

d) Semi structured

8. A system is_____.

a) A group of hardware and software networked together

b) Interrelated components working together towards a common goal

c) A group of computer networks enhancing security

d) Accounting systems that facilitate payroll generation

9. An information system can enable a company to focus on a market niche through_____.

a) Complex trend forecasting

b) Tailoring products to the client

c) Intensive product trend analysis

d) Intensive customer data analysis

DIPLOMA
January – June

Botswana Open
University

Sessional Examination
IS 122 - Business Information Systems

10. The three principle levels of hierarchies within a business organisation are_____.

a) Management, knowledge workers and service workers

b) Senior management, middle management and operational management

c) Management, data workers and operational management

d) Senior management, middle management and service workers

11. According to Michael Potter' generic strategy, segmentation is when_____.

a) A company aims to the lowest cost producer

b) A company tailors its offering to that of particular customer(s)

c) A company makes its products unique

d) A company passes cost saving to customers in the form of low prices

12. Virtually all expert systems deal with problems of_____.

a) Associative data

b) Classification

c) Logic and control

d) Unstructured decision-making

13. _____ is not a desirable quality of information.

a) Accurate

b) Encrypted

c) Economical

d) Relevant

14. The average number of tickets sold daily online is an example of_____.

a) Input

b) Raw data

c) Meaningful information

d) Output

DIPLOMA
January – June

Botswana Open
University

Sessional Examination
IS 122 - Business Information Systems

15. Which one of the following is an attribute of a legacy system?

a) They are small software system in an organisation

b) They are cheap to maintain

c) They are outsourced systems

d) They have no up to date documentation

16. _____ requires a central controller hub.

 a) Bus Topology

 b) Mesh Topology

 c) Star Topology

 c) Ring Topology

17. _____ is not a component of a decision support system (DSS).

a) Sensitivity Resources

b) People Resources

c) Model Resources

d) Data Resources

DIPLOMA
January – June

Botswana Open
University

Sessional Examination
IS 122 - Business Information Systems

18. _____ is not a category of e-commerce.

a) Business to Business (B2B)

b) Business to Consumer (B2C)

c) Government to Business (G2B)

d) Consumer to Consumer (C2C)

19. A system is_____.

a) A group of hardware and software networked together

b) Interrelated components working together towards a common goal

c) A group of computer networks enhancing security

d) Accounting systems that facilitate payroll generation

20. TPSs are the basic business systems that serve _____ level of the organisation.

a) Senior management

b) Middle management

c) Operational

d) Knowledge management

DIPLOMA
January – June

Botswana Open
University

Sessional Examination
IS 122 - Business Information Systems

SECTION B: SHORT ANSWER QUESTIONS   [30 MARKS]

This section contains six questions. Answer all questions.

QUESTION 1

Describe any three (3) advantages and disadvantages of the internet.   **(6 marks)**

QUESTION 2

Explain how Information Technology/Systems support a company's business processes and decision- making and give it a competitive advantage.   **(6 marks)**

QUESTION 3

Using examples, distinguish between data and information.   **(4 marks)**

QUESTION 4

Briefly explain any three (3) primary value chain processes.   **(3 marks)**

QUESTION 5

Outline the role of customer relationship management (CRM) system in a business organisation.

(5 marks)

QUESTION 6

Explain any three (3) benefits business organisations derive by implementing intranet(s).

(6 marks)

SECTION C: ESSAY-TYPE QUESTIONS   **[50 MARKS]**

This section contains five questions. Answer all the questions.

QUESTION 1

Using diagrams, explain how the following network topologies function:

a) Star topology   **(5 marks)**

b) Ring topology   **(5 marks)**

QUESTION 2

Explain any five (5) benefits of database management approach to data management in a business organisation.   **(10 marks)**

DIPLOMA
January – June

Botswana Open
University

Sessional Examination
IS 122 - Business Information Systems

QUESTION 3

Enterprise Resource Planning (ERP) system is the backbone of e-business". Discuss.

(8 marks)

QUESTION 4

Discuss the five (5) types of data.   **(10 marks)**

QUESTION 5

Explain any four (4) of Michael Porter's competitive forces.   **(12 marks)**

END OF EXAMINATION PAPER