BOTSWANA COLLEGE OF DISTANCE AND OPEN LEARNING

In collaboration with

ZIMBABWE OPEN UNIVERSITY

DIPLOMA IN BUSINESS MANAGEMENT

SUBJECT NAME: BUSINESS INFORMATION SYSTEMS

SUBJECT CODE: IS 101

SESSIONAL EXAMINATION

MARKS – 100

DURATION: 2 hours

Instructions to candidates:

1. This examination consists of **Three** sections A, B and C.

2. Begin each answer to a new question on a new page.

3. Answer questions according to instructions given in each section.

4. Answer all questions in the answer book provided.

5. Write legibly in grammatical English.

SECTION A: [20 Marks]

Multiple choice questions, answer all.

1. Which one of the following is **NOT** a time dimension attribute of information?
    a) Currency
    b) Accuracy
    c) Frequency
    d) Time period

2. _____ is **NOT** a content dimension of information.
    a) Detail
    b) Completeness
    c) Scope
    d) Relevance

3. Which of the following options best gives example of data?
    a) Gender, Name and Age
    b) Book, title and register
    c) Book, File and Folder
    d) Age, Name and database

4. All fields for one customer or employee are considered _____.
    a) File
    b) Record
    c) Table
    d) Database

5. Which one of the following is NOT a category of ecommerce?
    a) Business to Business (B2B)
    b) Business to Consumer (B2C)
    c) Government to Business (G2B)
    d) Consumer to Consumer (C2C)

6. 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

7 _____ is **NOT** an example of information.
   a) Class timetable
   b) Attendance register
   c) Number of hours worked
   d) Sales forecast

8 Which one of the following is an attribute of a legacy system?
   a) They are small software system in an organization
   b) They are cheap to maintain
   c) They are outsourced systems
   d) They have no up to date documentation

9 In a database, Quantity, Birth Date and Last Name would be referred to as _____.
   a) Fields
   b) Records
   c) Labels
   d) Data values

10 Which of the following combinations describes Michael Porter's three (3) generic strategies'?
   a) Segmentation, Specialization and cost leadership
   b) Differentiation, Segmentation and Mass Marketing
   c) Cost Leadership, Segmentation and Differentiation
   d) Segmentation, Differentiation and Market penetration

11 _____ are network Topologies
   a) Star and hub topologies
   b) Router and Bus topologies
   c) Ring and Bus topologies
   d) None of the above

12 Which combination of the following resources makes 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

13 The correct hierarchy of terms from largest to smallest is _____.
   a) Database, Table, Field and Record
   b) Table, Record, Database and Field
   c) Database, Table, Record and Field
   d) Field, Record, Table and Database

14 Which one of the following is **NOT** a major application component of ERP?
   a) Sales and Distribution
   b) Payroll
   c) Insurance
   d) Material Management

15 _____ can be used for decision-making or problem solving.
   a) Data
   b) Attributes
   c) Processes
   d) Information

16 Which one is the slowest telecommunication Channel?
   a) Coaxial cable
   b) Fiber Optics
   c) Communication Satellite
   d) Twisted pair wire

17 Database management system components include each of the following except _____.
   a) A data definition language
   b) A data manipulation language
   c) A data dictionary
   d) An object modeling language

18 _____ is **NOT** a Local Area Network (LAN).
   a) Classroom Network
   b) Company Network
   c) City Network
   d) Office Network

19 Which of the following is **NOT** an internet terminology?
   a) Uniform Resource Locator - URL
   b) Web browser
   c) Mail Merge
   d) Email

20 Which one is the correct sequencing of the primary activities in a value chain?
   a) Marketing and Sale, Service, out bound logistics, inbound logistics operations
   b) Inbound logistics, outbound logistics, surveys, operations, marketing and sales
   c) Inbound logistics, operations, outbound logistics, marketing and sales, service
   d) Operations, inbound logistics, service, marketing and sales, out bound logistics

SECTION B: [22 Marks]

Short answers questions. Answer all questions in this section.

Question 1

   a) Explain any three (3) the benefits business organizations derive by implementing intranet(s)   (6 Marks)
   b) Outline two (2) organizational change challenges facing business organizations trying to implement e-commerce systems   (4 Marks)

Question 2

   a) Describe the benefits of Database Management Approach to data management
                                                                            (10 Marks)
   b) What is Data Mining?   (2 Marks)

SECTION C: [58 Marks]

Answer all questions from this section.

Question 1

   a) Discuss any Five (5) business values of Group Decision Support Systems (GDSS)

                                                           (10 Marks)

   b) What is Supply Chain Management (SCM)?   **(3 Marks)**

Question 2

   a) Describe the three (3) generic strategies by Michael Porter for achieving competitive advantage by business organisations   **(9 Marks)**

   b) Do you agree that "ERP" is the backbone of e-business? Why or Why NOT?

                                                           (8 Marks)

   c) Outline why competitive advantage are never permanent   **(3 Marks)**

   d) Explain Michael Porter's Five Force Model and how a company can reduce each force

                                                           (15 Marks)

Question 3

Outline the Five (5) data types   **(10 Marks)**

END OF PAPER!