ПАМIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

Faculty of Management Sciences

DEPARTMENT OF MANAGEMENT

QUALIFICATION: Bachelor of Business Management Honours	
QUALIFICATION CODE: 08BBMH	LEVEL: 8
COURSE: Enterprise Systems Management	COURSE CODE: ESM821S
DATE: January 2023	SESSION:
DURATION: 2 Hours	MARKS: 75

SECOND OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	Dr Pardon Maoneke
MODERATOR:	Dr Victoria Hasheela-Mufeti

THIS QUESTION PAPER CONSISTS OF 7 PAGES
(Including this front page)

Instructions for the examiner/moderator

1. Please use the memorandum or sample solutions to guide your marking.

2. Use the marks allocated as a guide to mark

3. Reasonable, in depth and innovative correct solutions provided by the students should be allocated marks even if not provided in the memorandum.

4. Take note of the marks allocated to each question.

SECTION A: Multiple Choice Questions. Marks for Each Question Are Shown at the End
[Total Marks 10]

1. Which of the following is a characteristic of the first-generation Customer Relationship Management (CRM)? [1 Mark]

    A. Customer service and support

    B. The integration of isolated sub-systems

    C. Material requirements planning

    D. Combining pre-sales and post-sales operations

2. _____ is an ERP solution that is suitable for small business organizations.

    [1 Mark]

    A. Microsoft Dynamics

    B. OpenERP

    C. SAP ERP

    D. Oracle e-Business solutions

3. _____ is software that does NOT allow a buyer the right to modify the software's source code freely. [1 Mark]

    A. Software as a Service

    B. Open source software

    C. Off the shelf software

    D. Proprietary software

4. _____ is a Customer Relationship Management (CRM) system generation that assumed the characteristics of a front-office system. [1 Mark]

    A. First generation CRM

    B. Second generation CRM

    C. Fourth generation CRM

    D. ERP III

5. Which of the following cloud computing service model can be used for customizing and modifying an ERP solution? [1 Mark]

    A. Infrastructure as a Service (IaaS)

    B. Platform as a Service (PaaS)

    C. Software as a Service (SaaS)

    D. Public cloud

6. At which evolution stages did CRM and Enterprise Resource Planning systems (ERPs) start engaging the social media (select one correct answer)? [1 Mark]

    A. 4th generation CRM and 2nd generation ERP (ERPII)

    B. 5th generation CRM and 3rd generation ERP (ERPIII)

    C. 5th generation CRM and ERPII

    D. 4th generation CRM and ERPIII

7. _____ account for a smaller proportion of costs in the Total Cost of Ownership (TCO) of ERPs. [1 Mark]

    A. Implementation costs

    B. Operations costs

    C. Software and hardware costs

    D. None of the above

8. The beginning of the procurement process is marked by_____? [1 Mark]

    A. Request for quotation

    B. Purchase order

    C. Purchase requisition

    D. Vendor selection

9. When it comes to ERP software vendor selection, _____is the most preferred option that give clients a better insight of the vendor.
    A. Request for bids (RFB)
    B. Invitation for tender
    C. Political connections
    D. All of the above

10. _____ is a systematic and strategic coordination of the flow of products or services, finances and information across entities.   [1 Mark]
    A. An enterprise system
    B. A procurement process
    C. A supply chain management
    D. A CRM

SECTION B: INDICATE IF THE FOLLOWING ARE TRUE OR FALSE   [10 Marks]

1. A public cloud architecture deployment strategy is mostly used when there is a need for better security to the organisation's information systems

2. The Compose section on SAP Lumira can be used to create a dashboard

3. One can use the Prepare section to create new measures on SAP Lumira

4. Logical system integration may result in changing business processes, organizational structure and employee job description

5. Analytical Apps are used for typical transaction processing, such as the creation of a purchase order or posting payment

6. When creating a visual on SAP Lumira, attributes like country, city and branch can be used as your measures

7. The volume of sales and sales quantity are typical examples of dimensions when analysing data

8. Business process re-engineering is a good example of logical system integration

9. The first generation of an ERP system is an example of front-office systems

10. A business process can be seen as business activities that do not cut across departmental boundaries

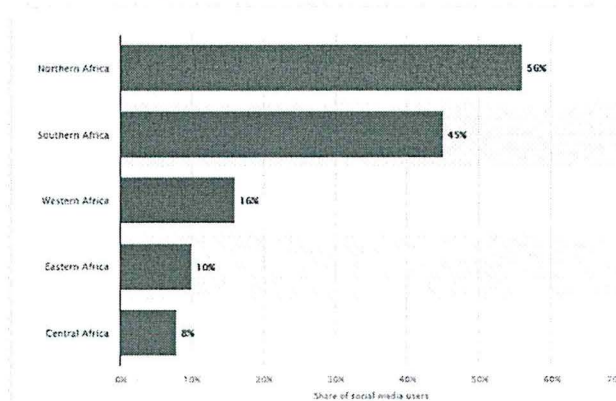## SECTION C: Structured Questions. Marks for Each Question Are Shown at the End

[Total Marks 55]

| QUESTION 1 | [8 Marks] |

Use the diagram below to answer the following questions.

Social media penetration in Africa in 2022, by region

Northern Africa	56%
Southern Africa	45%
Western Africa	16%
Eastern Africa	10%
Central Africa	8%

Share of social media users

A. Recommend a CRM generation that could be effective for Southern African countries.   [2 Marks]
B. Describe the characteristics of the CRM generation in 1A) indicating why it is suitable for Southern African countries.   [6 Marks]

| QUESTION 2 | [8 Marks] |

A. Business organisations are discouraged from adopting ERP solutions due to a high Total Cost of Ownership and lack of skills to set-up these solutions. Recommend a cloud service model for accessing an ERP solution that is suitable for business organisations based in Windhoek.   [2 Marks]

B. Explain how the cloud service model recommended in question 2A) may reduce the Total Cost of Owning an ERP solution. [6 Marks]

QUESTION 3 [14 Marks]

A. Suggest (and explain) FIVE technical requirements for an ERP solution that is suitable for a Namibian bank. [10 marks]

B. Outline four procurement risks that managers should worry about even if their organisation is using an ERP system. [4 Marks]

QUESTION 4 [9 Marks]

A. State and explain the activities associated with FIVE phases of ERP implementation. [5 Marks]

B. FNB has just completed the implementation of SAP ERP. Recommend any FOUR ERP post-implementation measures that can be used to promote the use of this new system. [4 Marks]

QUESTION 5 [16 Marks]

Management uses SAP Fiori Applications designed to perform analyses and support decision making using visualizations. This application is used to run analysis, exploration or data mining and often make use of visualization such as tables, graphs or charts to summarize complex data and highlight any useful insights.

A. Suggest the name of the SAP Fiori Application being referred to in the above scenario [2 Marks]

B. On which database does the application described above operate? [2 Marks]

C. You are told that the application described above is part of SAP S/4HANA System. Suggest THREE ways users can access SAP S/4HANA. [6 Marks]

D. Suggest and explain any other two SAP Fiori Applications that can be found on SAP S/4HANA [6 Marks]