



PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF COMPUTING AND INFORMATICS

DEPARTMENT OF INFORMATICS, JOURNALISM, AND MEDIA TECHNOLOGY

QUALIFICATION : BACHELOR OF INFORMATICS AND BACHELOR OF COMPUTER SCIENCE	
QUALIFICATION CODE: 07BAIF/ 07BACS	COURSE LEVEL: NQF LEVEL 5
COURSE: BUSINESS MANAGEMENT INFORMATION SYSTEMS	COURSE CODE: BMC511S
DATE: JUNE 2022	SESSION: 1
DURATION: 2 Hours	MARKS: 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
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THIS EXAMINATION PAPER CONSISTS OF 5 PAGES
(INCLUDING THIS FRONT PAGE)

Instructions for the students

- 1. Answer ALL the questions.**
- 2. Write clearly and neatly.**
- 3. Number the answers clearly.**

SECTION A: Multiple Choice Questions. One mark for each question.

[Total 20 Marks].

1. A _____ is a repository that stores current and historical data of potential interest to decision-makers throughout the company.
 - A. data mart
 - B. database
 - C. data warehouse
 - D. none of the above

2. _____ is a technology-driven process for analyzing data and presenting actionable information.
 - A. Business intelligence
 - B. Big Data
 - C. Business processes
 - D. Information Systems

4. A subset of a data warehouse in which a summarized or highly focused portion of the organisation's data is placed in a separate database for a specific population of uses is called a _____.
 - A. Transaction processing system
 - B. Data mart
 - C. ERP
 - D. Database

5. Ais a collection of data organized to serve many applications efficiently by centralizing the data and controlling redundant data.
 - A. Database
 - B. Relation
 - C. Big data
 - D. Data cluster

6. _____ is the software that manages resources and activities of a computer such as sharing internal memory among applications, handling input/output operations, multitasking of programs.
 - A. Operating systems
 - B. Hardware
 - C. Users
 - D. IBM

7. _____ is an example of a physical artifact
 - A. Database
 - B. People
 - C. Hardware
 - D. Network

8. Businesses continuously seek to improve the efficiency of their operations in order to
- improve profitability
 - Increase production
 - Increase sales
 - Expand the company
9. A good example of strategic business objectives include:
- New products and services
 - More employment
 - More capital
 - Increase in productivity
10. _____ Collect data from different firm functions and store data in single central data repository
- Enterprise Resource Planning
 - Executive Support Systems
 - Decision Support Systems
 - Transaction Processing Systems
11. _____ is a model of computing in which computer processing, storage, software and other services are provided by a pool of virtualized resources over a network
- Network Computing
 - Cloud computing
 - Database management
 - System administration
12. _____ manages firm's relationships with suppliers
- Supply Chain Management
 - Customer Relationship Management
 - Enterprise Resource Planning
 - Executive Support Systems
13. The following are tools for collaboration except
- Email
 - Wikis
 - Sharepoint
 - None of the above
14. Which of the following is *not* one of the six strategic business objectives that businesses are seeking to achieve when they invest in information systems?
- Operational excellence
 - Improved decision making
 - Improved community relations
 - Competitive advantage
15. A firm that invests in an information system because it is a necessity of doing business does so because it is seeking to achieve which of the following business objectives?
- Improved decision making
 - Competitive advantage
 - Customer intimacy
 - Survival

16. Walmart exemplifies the power of information systems coupled with state-of-the-art business practices and supportive management to achieve which of the following?
- A. The development of new products and services
 - B. Operational efficiency
 - C. Survival
 - D Customer intimacy
17. To make sure it stocks clothes that its customers will purchase, a department store implements a new application that analyzes spending levels at its stores and cross-references this data to popular clothing styles. Which of the following business objectives is this information intended to support?
- A. Customer intimacy
 - B. Survival
 - C. New business models
 - D. Supplier intimacy
- 18 All of the following describe the effects of globalization *except*:
- A. significant decreases in operating costs.
 - B ability to reliably obtain price and quality information worldwide.
 - C increased ability to find low-cost suppliers.
 - D increases in transaction costs.
- 19 The three activities in an information system that produce the information organizations use to make decisions, control operations, analyze problems, and create new products are:
- A. information, research, and analysis.
 - B input, output, and feedback.
 - C data, information, and analysis.
 - D input, processing, and output.
20. Converting raw data into a more meaningful form is called:
- A capturing.
 - B processing.
 - C organizing.
 - D feedback.
 - E inputting.

Section B: True or False. Circle the correct answer. One mark for each question. [Total 10 Marks].

1. Collaboration could be short lived or long term. **True / False**
2. An information system turns raw data into useful information for decision making. **True / False**
3. In order to be considered a digital firm, all of the firm's significant business relationships and core business processes must be digitally enabled. **True / False**
4. 8 bits represent a byte. **True / False**

5. The logical view of a database presents data as they would be perceived by end users or business specialists. **True / False**
6. Relational databases represent data as two-dimensional tables called relations. **True / False**
7. Spoofing is a type of eavesdropping program that monitors information travelling over a network. **True / False**
8. Expansion is the ability of a computer, product or system to expand to serve a large number of users without breaking down. **True / False**
9. A computer worm is a program that can copy itself to other computers on the network.
Answer: **True / False**
10. Information systems literacy focuses primarily on knowledge of information technology.
Answer: **True / False**

SECTION C. THEORY. ANSWER ALL QUESTIONS

QUESTION ONE

[Total 20 Marks]

- a) List and explain 5 functions of an Information System in a business organisation.
(0.5 marks listing, 2 marks explanations) **[10 Marks]**
- b) Managing IT infrastructure can be challenging at times. Briefly outline the five (5) challenges faced by business organisations in this regard. **[10 marks]**

QUESTION TWO

[Total 25 Marks]

- a. What is cloud computing? **[3marks]**
- b. Outline the characteristics of Cloud computing **[10 marks]**
- c. Briefly explain the 3 types of services offered through the cloud **[12 marks]**

QUESTION THREE

[Total 25 Marks]

You are advising the owner of ABC Computers, a small local computer shop that repair and also builds custom computers to order on how to have superior competitive advantage over similar firms.

- i. What competitive strategies could ABC Computers employ?
- ii. Which competitive strategies may ABC Computers have difficulty executing? **[25 marks]**

THE END OF EXAM