



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 2020	SESSION: 2
DURATION: 2 Hours	MARKS: 75

SECOND OPPORTUNITY EXAMINATION	
EXAMINER(S)	Mr Pardon Maoneke
MODERATOR:	Dr Victoria Hashela-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.

1. Which statement best describe characteristics of second-generation Customer Relationship Management (CRM)?
 - A. Back-end and front-end systems were disintegrated
 - B. CRM started to be viewed as a strategic tool
 - C. Front-end systems were integrated to back-end systems
 - D. Focused on the automation of sales activities

2. The _____ section is your work area for creating individual graphs in SAP Lumira.
 - A. SAP main menu
 - B. Prepare
 - C. Compose
 - D. Visualize

3. One can open a transaction on the SAP system through the following options EXCEPT _____
 - A. /i
 - B. Use favorites
 - C. Use the SAP menu
 - D. /oMM03

4. _____ is the reason why users are encouraged to open few sessions on the SAP system.
 - A. Controlling employee activities
 - B. Limited job roles
 - C. Best practice
 - D. Slowing down computer performance

5. The SEARCH_SAP_MENU command is used when you?
- A. Know the transaction code
 - B. Know the transaction title
 - C. Don't know the transaction code
 - D. None of the above
6. Due to security concerns, select a cloud architecture deployment strategy that could be suitable for the Namibian government.
- A. Private cloud
 - B. Hybrid cloud
 - C. Public cloud
 - D. Community cloud
7. If the ERP vendor's software and best practices do not match the organization's needs, it may be necessary to _____ the ERP software.
- A. Proceduralize
 - B. Customize
 - C. Compartmentalize
 - D. Upgrade
8. The concept of _____ means that clean data can be entered once and then reused across all applications.
- A. Cross-data reports
 - B. Data integration
 - C. Real-time access
 - D. Data flows

9. The purpose of an Information System is to convert data into useful_____

- A. Procedures
- B. Tools
- C. Information
- D. Data flows

10. The benefits for adopting a new system are likely to be defined during the _____ phase.

- A. Requirements gathering
- B. General system design
- C. Build and test
- D. Implementation

11. Which of the following costs is NOT an example of an implementation costs?

- A. Application upgrade costs
- B. Training costs
- C. Business setup costs
- D. Process design costs

12. Which of the following factors will most likely DISCOURAGE an organization from outsourcing the IT function? (select the BEST choice)

- A. The organization is unable to manage third parties
- B. The lack of skills to perform the IT function
- C. The inability of a vendor to perform the function at a lower cost
- D. The IT function to be outsourced is a core business function

13. ERP vendors break the software up into _____ which organizations can selectively implement to support their different functional areas.

- A. Programs
- B. Systems
- C. Applications
- D. Modules

14. Data input by a user is stored in the _____ tier.

- A. Presentation
- B. Database
- C. Logical
- D. Application

15. As organizations grew, they tended to create a hodge-podge of siloed information systems that lacked_____.

- A. Analysis
- B. Modularity
- C. Diversity
- D. Integration

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

[Total Marks 60]

QUESTION 1

[20 Marks]

- A) Explain FIVE software extensions and trends that make ERPs a marketable business solution. **[10 Marks]**
- B) Sanlam, an Investment and Financial institution is considering to implement an ERP system. You are required to:
- I. Recommend an ERP architecture that is suitable for Sanlam. **[2 Marks]**
 - II. State and explain four reasons why you feel your answer in (I) above is suitable for Sanlam. **[8 Marks]**

QUESTION 2

[20 Marks]

- A) State and explain three CRM processes. **[6 Marks]**
- B) Discuss two theories of management that could explain the origins of information systems that promoted information silos. **[4 Marks]**
- C) Propose two activities that are common to the built and test phase during ERP implementation. **[4 Marks]**

D) Namibia Institute of Pathology Ltd is considering an ERP implementation strategy that could reduce the overall implementation costs. You are required to:

- I. Recommend a suitable ERP implementation strategy to the Namibia Institute of Pathology. **[2 Marks]**
- II. Explain two possible challenges the Namibian Institute of Pathology is likely to face because of using the strategy in (I) above? **[4 Marks]**

QUESTION 3

[20 Marks]

- A) What do you understand by the term supply chain management? **[2 Marks]**
- B) Propose five technologies that a shop like Pick 'n Pay Namibia could use to improve its supply chain management. **[5 Marks]**
- C) Discuss three limitations associated with the Total Cost of Ownership (TCO) concept. **[3 Marks]**
- D) Propose five characteristics of a good ERP system that could be suitable for Namibian business organisations. **[10 Marks]**