nAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY
Faculty of Computing and Informatics

DEPARTMENT OF INFORMATICS

QUALIFICATION: BACHELOR OF INFORMATICS, BACHELOR OF COMPUTER SCIENCE BACHELOR OF LOGISTICS AND SUPPLY CHAIN MANAGEMENT		
QUALIFICATION CODE: VARIOUS	**LEVEL:**	6
COURSE: MNS511S	**COURSE NAME:** MANAGEMENT INFORMATION SYSTEMS	
SESSION: JULY 2019	**SESSION:** THEORY	
DURATION: 3 hours	**MARKS:** 100	

SECOND OPPORTUNITY/SUPPLEMENTARY EXAMINATION QUESTION PAPER	
EXAMINER(S)	Mr .Nkululeko Mthembo Dr. Jude Osakwe Ms Irja Shaanika Ms Sinte Mutelo Ms K. Amunkente
MODERATOR:	Mr. Admire Kachepa

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

THIS QUESTION PAPER CONSISTS OF 5 PAGES (Including this front page)

Select the correct answer (Each question carries 1 mark)

1. _____ transfers the processed information to the people who will use it or to the activities for which it will be used
   A) Output
   B) Input
   C) Data
   D) Processing.

2. Relocation control system that reports summaries on the total moving, house hunting, and home financing costs for employees in all company divisions would fall into the category of
   A) knowledge management systems.
   B) transaction processing systems.
   C) management information systems.
   D) Executive Support System.

3. In automation
   A) business processes are simplified.
   B) business processes are reorganized to cut waste and eliminate repetitive, paper-intensive tasks.
   C) standard operating procedures are streamlined to remove bottlenecks.
   D) employees are enabled to perform their tasks more efficiently.

4. To use the analog telephone system for sending digital data, you must also use
   A) a modem.
   B) a router.
   C) DSL.
   D) twisted wire.

5. Which of the following statements is *not* true about information technology's impacts on business firms?
   A) It helps firms expand in size.
   B) It helps firms lower the cost of market participation.
   C) It helps reduce internal management costs.
   D) It helps firms to shrink.

6. The act of engaging consumers in a dialog that dynamically adjusts the experience to the individual describes which dimension of e-commerce technology?
   A) ubiquity
   B) personalization/customization
   C) richness
   D) interactivity

7. Compared to digital markets, traditional markets have
   A) lower search costs.
   B) stronger network effects.
   C) higher delayed gratification effects.
   D) higher transaction costs.

8. Selling products and services directly to individual consumers via the Internet best describes
   A) B2B e-commerce.
   B) C2C e-commerce.
   C) M-commerce.
   D) B2C e-commerce.

9. An independent computer program that copies itself from one computer to another over a network is called a
   A) worm.
   B) Trojan horse.
   C) bug.
   D) Virus

10. A salesperson clicks repeatedly on the online ads of a competitor's in order to drive the competitor's advertising costs up. This is an example of
    A) phishing.
    B) pharming.
    C) spoofing.
    D) click fraud.

11. Redirecting a Web link to a different address is a form of
    A) snooping.
    B) spoofing.
    C) sniffing.
    D) war driving.

12. Bandwidth is the
    A) number of frequencies that can be broadcast through a medium.
    B) number of cycles per second that can be sent through a medium.
    C) difference between the highest and lowest frequencies that can be accommodated on a single channel.
    D) total number of bytes that can be sent through a medium per second.

13. Which conversion process introduces the system first to a limited portion of the organization?
    A) the pilot study strategy
    B) the phased approach strategy
    C) the limited cutover strategy
    D) the parallel strategy

14. Systems design
    A) describes what a system should do to meet information requirements.
    B) shows how the new system will fulfill the information requirements.
    C) identifies which users need what information, where, when and how.
    D) is concerned with the logical view of the system solution.

15. _____ refers to policies, procedures, and technical measures used to prevent unauthorized access, alternation, theft, or physical damage to information systems.
    A) "Security"
    B) "Controls"
    C) "Benchmarking"
    D) "Algorithms"

SECTION B   **TRUE/FALSE QUESTIONS**   **[10 marks]**

1) Advances in data storage have made routine violation of individual privacy more difficult.

2) Privacy is the right to be left alone when you want to be, without surveillance or interference from other individuals or organizations.

3) Data gathered by online behavioural tracking firms is limited to the user's behaviour on a single Web site.

4) A business model describes how a company produces, delivers, and sells a product or service to create wealth.

5) There are four major business functions: sales and marketing; manufacturing and production; finance and accounting; and information technology.

6) In the strategy of product differentiation, information systems are used to enable new products and services.

7) Data governance deals with the policies and processes for managing the integrity and security of data in a firm.

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8) OLAP is used for multidimensional data analysis.

9) Unauthorized access is a security challenge that is most likely to occur in a network at the point of client computers.

10) The oldest method for building information systems is prototyping.

SECTION C   **STRUCTURED QUESTIONS**   **[75 marks]**

Question1   **[15 marks]**

a) What is the difference between information technology and information systems?
(5)

b) Describe some of the functions of information systems.   (4)

c) Discuss three organizational factors that can prevent a firm in fully realizing the benefits of a new information system, and provide examples for each.   (6)

Question 2   **[15 marks]**

a) Name and describe the principal e-commerce business models that one could use when doing business online.   (7)

b) You have been hired as a marketing consultant by a law firm in Windhoek that specializes in criminal justice. What ways can you use the Internet as a marketing tool and to advertise the firm's services?   (4)

c) Describe at least four revenues models that can be used in ecommerce to generate revenue.   (4)

Question 3   **[15 marks]**

  a) Discuss the economic impact of information systems.   (8)
  b) Briefly explain how information systems enable organisations to achieve operational
      excellence.   (3)

  c) List and describe four competitive strategies enabled by information systems that
      firms can use.   (4)

Question 4   **[15 marks]**

  a) Describe the roles of firewalls, intrusion detection systems, and antivirus software in
      promoting security.   (12)

  b) Explain how encryption protects information.   (3)

Question 5   **[15 marks]**

  a) Value chain analysis is useful at the business level to highlight specific activities in the
      business where information systems are most likely to have a strategic impact.

      Discuss this model, identify the activities, and describe how the model can be applied
      to the concept of information technology.   (9)

  b) Discuss the interdependence between organisations and information systems.
                                                                                                        (6)

[THE END]

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QUALIFICATION CODE: 07BACS, 07BAIF,07BLSM	**LEVEL:**		6
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A SUPPLEMENTARY Examination Question Paper.

SECOND OPPORTUNITY QUESTION	
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