

NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY
Faculty of Management Sciences
Department of Management
Section of Business and Information Administration

QUALIFICATION: Bachelor of Office Management and Technology	
QUALIFICATION CODE: 07BOMT	LEVEL: 7
COURSE: Information Administration 3B (PAPER 1)	COURSE CODE: IAD720S
DATE: November 2019	SESSION: 1
DURATION: 1½ Hours	MARKS: 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	Ms du Plessis
MODERATOR:	Ms Z du Plessis

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

INSTRUCTIONS

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

PERMISSIBLE MATERIALS

1. Examination paper.
2. Examination script.

QUESTION 1**MARKS: 10**

Answer the following MULTIPLE CHOICE questions. Only write down the appropriate letter (A, C, B, or D) next to the number. E.g.: 1.1D

1.1 A request for specific data in a database.

- A Log
- B Query
- C Field
- D Record

1.2 Retailers use the Web to sell products/services

- A E-retail
- B Enterprise
- C Online banking
- D Enterprise computing

1.3 Processed data which are meaningful and useful.

- A Procedure
- B Information
- C Record
- D Field

1.4 Group of related fields.

- A Record
- B Field
- C Log
- D Database

1.5 Collection of unprocessed facts, figures, symbols, video and audio.

- A Database management system
- B Database
- C Data
- D Data dictionary

1.6 Listing of activities that change the contents of the database.

- A Log
- B Database
- C Data dictionary
- D Data repository

1.7 Software tool for organizing, storage and retrieval of information.

- A Data dictionary
- B Database program
- C Log
- D Field

1.8 Allows users to pay bills from their computers.

- A E-commerce
- B E-retail
- C Online banking
- D Online trading

1.9 Business or venture of any size.

- A Organisation
- B Company
- C Institution
- D Enterprise

1.10 Set of instructions a user follows to accomplish an activity.

- A Procedure
- B Log
- C Goal
- D Objective

[10]**QUESTION 2****MARKS: 10**

Explain the following terms correctly.

- 2.1 Timely information [2]
- 2.2 Validation check [2]
- 2.3 File maintenance [2]
- 2.4 Data redundancy [2]
- 2.5 Database Analyst (DA) [2]

[10]

QUESTION 3**MARKS: 40**

Answer the questions below accurately.

Interpret the illustrations of different General Purpose Information Systems and discuss each one shortly.

[12]

3.1.1



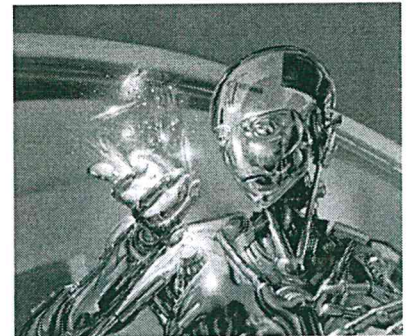
3.1.2



3.1.3



3.1.4



- 3.2. Provide a detailed discussion of the Backup Plan as part of the Disaster Recovery Plan. [9]
- 3.3 Differentiate among Intranet, Extranet and Internet as network types. As part of your discussion, indicate typical users, type of access as well as information provided for each network type. [15]
- 3.4 By means of a descriptive illustration, explain the Management Activities in an Enterprise. [4]
[40]

QUESTION 4**MARKS: 40**

Answer the questions below accurately.

- 4.1 Study the figures below and answer the questions.

Figure 1

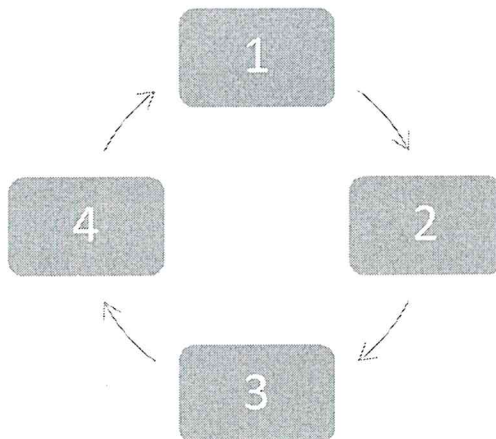
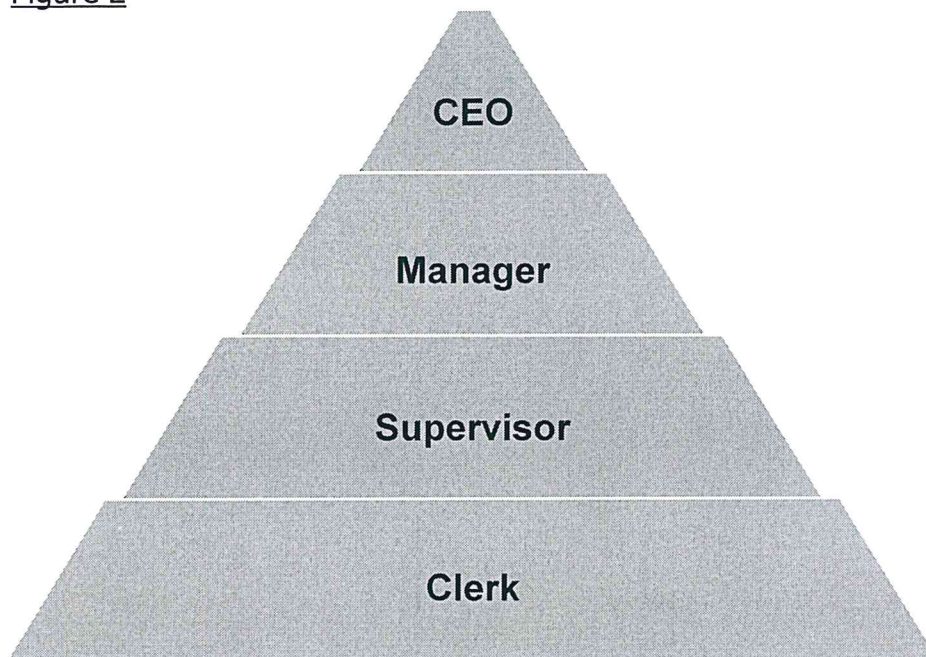


Figure 2



- (a) Label the numbers in Figure 1 and explain what this endless cycle illustrates according to business activities. [10]
- (b) Explain the illustration in Figure 2 in detail with specified reference to the decision-making process in an organisation. [8]
- 4.2 Explain in detail how a transaction occurs when retailers use the Web to sell their products. [8]
- 4.3 Explain your understanding of Workflow and VPN. [9]
- 4.4 Discuss the technology which is a collection of links, content and services presented on a Web page and designed to guide users to information they are likely to find interesting for their particular job function. [5]

[40]



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FIRST OPPORTUNITY EXAMINATION MEMORANDUM	
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THIS MEMORANDUM CONSISTS OF 7 PAGES
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QUESTION 1

- 1.1 B Query
- 1.2 A E-retail
- 1.3 B Information
- 1.4 A Record
- 1.5 C Data
- 1.6 A Log
- 1.7 D Database Program
- 1.8 C Online banking
- 1.9 D Enterprise
- 1.10 A Procedure

[10]**QUESTION 2**

- 2.1 **Timely information** has an age suited to its use. Most information loses value with time. Some information, such as information about trends, gains value as time passes and more information is obtained. [2]
- 2.2 Many programs perform a **validation check** that analyzes entered data to help ensure that it is correct. For instance, when a membership services associated ads or changes data in a member record, the DBMS tests the entered data. [2]
- 2.3 File maintenance involves adding new records, changing data in existing records and removing unwanted records from the database. [2]
- 2.4 **Data redundancy**: Each department or area in a company has its own files in a file processing system. Therefore the same fields are stored in multiple files. [2]

2.5 The **database analyst (DA) or data modeller** focuses on the meaning and usage of data. This person decides on the proper placement of fields, defines the relationships among data, and identifies users' access privileges.

[2]

[10]

QUESTION 3

3.4.1

An Office information system (OIS) is an information system that enables employees to perform tasks using computers and other electronic devices instead of manually

OIS increases employee productivity and assists with communications among employees.

3.1.2

Management information systems (MIS) is an information system that generates accurate, timely, and organised information, so managers and other users can make decisions, solve problems, supervise activities and track progress.

3.1.3

A transaction processing systems (TPS) is an information system that captures and processes data from day-to-day business activities.

An example of a transaction processing system is when you make a purchase with a credit card at a store. A transaction is an individual business activity.

3.1.4

An expert system is an information system that captures and stores the knowledge of human experts and then imitates **human reasoning** and decision making.

An expert system is a software package that deals with knowledge rather than information. Expert systems help in formulating a decision in the way an expert in the field might.

[12]

3.2 The backup plan

Once the procedures in the emergency plan have been executed, the next step is to follow the backup plan.

The backup plan specifies how a company uses backup files and equipment to resume information processing.

The backup plan should specify the location of an alternate computer facility in the event the company's normal location is destroyed or unusable.

The backup plan identifies the following:

The location of backup data, supplies, and equipment.
The personnel responsible for gathering backup resources and transporting them to the alternate computer facility.

A schedule indicating the order in which, and approximate time by which, each application should be up and running.
For a backup plan to be successful, the company must back up all critical resources. Also additional people must be trained in the backup and recovery procedures because company personnel could be injured in the disaster.

[9]

3.3 Network Types

An **extranet** is the portion of a company's network that allows customers or suppliers of a company to access parts of an enterprise's intranet.

An extranet provides a secure, physical connection to the company's network. Extranets improve efficiency by replacing the postal service, faxes, or telephone calls as the communication medium of choice.

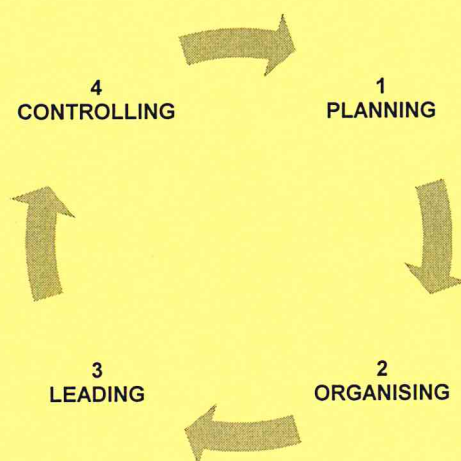
Internet is a global computer network providing a variety of information and communication facilities, consisting of interconnected networks using standardized communication protocols.

An **intranet** is a private network accessible only to an organization's staff. ... A company-wide **intranet** can constitute an important focal point of internal communication and collaboration, and provide a single starting point to access internal and external resources.

NETWORK TYPE	TYPICAL USERS	TYPE OF ACCESS	INFORMATION
INTERNET	Any individual with dial-up access/LAN	Unlimited, public, no restrictions	General, public and advertisements
INTRANET	Authorised employees ONLY	Private and Restricted	Specific, corporate and proprietary
EXTRANET	Authorised groups from collaborating companies	Private and outside authorised partners	Shared in authorised collaborating group

[15]

3.4 Management Functions



[4]
[40]

QUESTION 4

4.1 (a)

Managers decide on how best to use the organisation's resources, including money, equipment, and people, so that the organisation achieve its goals efficiently. Managers are responsible for coordinating these resources by performing some or all of the following management functions:

Planning

Organising

Leading

Controlling

Planning involves establishing goals and objectives. It also includes deciding on the strategies and tactics needed to meet these goals and objectives.

Organising includes identifying and combining resources, such as money and people, so that the company can reach its goals and objectives. Organising also involves determining the management structure of a company, such as the departments and reporting relationships.

Leading (also referred to as **directing**) involves communicating instructions and authorizing others to perform the necessary work.

Controlling involves measuring performance, and if necessary, taking corrective action.

[10]

4.1 (b)

Executive Management

Executive management includes the highest management positions in a company, focuses on the long-range direction of the company.

These managers are primarily responsible for **strategic decisions** that centre on the company's overall goals and objectives.

Middle Management

Middle management is responsible for implementing the **strategic** decisions of executive management.

Middle managers make tactical decisions, which are short-range decisions that apply specific programs and plans necessary to meet the stated objectives.

Middle managers decide how to organise resources to achieve their division's goals.

Operational management supervises the production, clerical and other nonmanagement employees of a company. In performing their duties, operational managers make numerous **operational decisions**.

An operational decision involves day-to-day activities within the company. These decisions should be consistent with and support the tactical decisions made by middle management.

Nonmanagement Employees

Nonmanagement employees include production, clerical, and other personnel. They make **on-the-job decisions**.

Nonmanagement employees frequently need information to perform their jobs. They have access to the information necessary to make decisions that previously were made by managers.

[8]

4.2

Retailing is one of the more visible market sectors of e-commerce. In retail, merchants sell products and services directly to a buyer.

E-retail (e-tail) occurs when retailers use the Web to sell their products and services. Enterprises have adopted e-retail as a new way to reach customers. E-retailers are constantly challenging the old ways of conducting business as they bring new products and services to market.

- Step 1: The customer displays the e-retailer's electronic storefront.*
- Step 2: The customer collects purchases in an electronic shopping cart.*
- Step 3: The customer enters payment information in a secure web site.
The e-retailer sends financial information to a bank.*
- Step 4: The bank performs security checks and sends authorization back to the e-retailer.*

- Step 5: The e-retailer's Web server sends confirmation to the customer, processes the order, and then sends it to the fulfilment center.*
- Step 6: The fulfilment center packages the order, prepares it for shipment, and then sends a report to the server where records are updated.*
- Step 7: While the order travels to the customer, shipping information is posted on the Web.*
- Step 8: The order is delivered to the customer.*

[8]

4.3

- A **workflow** is a defined process that identifies the specific set of steps involved in completing a particular project or business process.
 - A workflow may be a written set of rules or a set of rules that exists in an information system.
 - A workflow application is a program that assists in the management and tracking of all the activities in a business process from start to finish.
 - Enterprises use workflow applications to assist in defining complex workflows.
 - Workflow applications also enforce the rules of the workflow once it is defined and in place.
-
- Many companies allow access to their company networks through a **virtual private network**.
 - When a mobile user, remote office, vendor, or customer connects to a company's network using the Internet.
 - A virtual private network (VPN) provides them with a secure connection to the company network server, as they had a private line.
 - VPN's help to ensure that transmitted data is safe from being intercepted by unauthorised people.
 - VPN's securely extend the company's internal network beyond the physical boundaries of the company.

[9]

4.4 Portal

This technology is called a Portal.

Portals combine information from several business sources, both inside and outside the enterprise.

It includes searching capabilities or a link to a search engine.

Users can customise the portal web site to meet their needs.

The customization of users' portal pages to meet their needs is called personalization.

[5]

[40]

TOTAL: 100