



**NAMIBIA UNIVERSITY**  
OF SCIENCE AND TECHNOLOGY

**FACULTY OF COMPUTING AND INFORMATICS**

**DEPARTMENT OF INFORMATICS, JOURNALISM AND MEDIA TECHNOLOGY**

<b>QUALIFICATION : Bachelor of Informatics, Bachelor of Computer Science</b>	
<b>QUALIFICATION CODE: 07BAIT, 07BCMS</b>	<b>COURSE LEVEL: NQF LEVEL 5</b>
<b>COURSE: BUSINESS MANAGEMENT INFORMATION SYSTEMS</b>	<b>COURSE CODE: BMC511S</b>
<b>DATE: JUNE 2024</b>	<b>SESSION: 1</b>
<b>DURATION: 3 Hours</b>	<b>MARKS: 100</b>

<b>FIRST OPPORTUNITY EXAMINATION QUESTION PAPER</b>	
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**THIS EXAMINATION PAPER CONSISTS OF 8 PAGES  
(INCLUDING THIS FRONT PAGE)**

**Instructions for the students**

- 1. There are Three (3) Sections in this paper Section A, Section B and Section C**
- 2. Answer ALL the questions in ALL Sections.**
- 3. Write clearly and neatly in your ANSWER BOOKLET PROVIDED**
- 4. Number the answers clearly.**

**SECTION A Multiple Choice Questions**

**[25 marks]**

**Write all answers in the ANSWER BOOKLET PROVIDED**

1. Ndapandula, a 25-year-old with a viral infection, is admitted to a hospital. On the second day post-admission, a nurse takes a single high-temperature reading and enters it into the patient records information system. This single reading, when combined with Ndapandula's other symptoms and previous medical records, becomes \_\_\_\_\_.
  - A. business intelligence
  - B. data
  - C. information
  - D. analysis
2. \_\_\_\_\_ is a set of activities designed to achieve a task.
  - A. Information technology
  - B. Competitive advantage
  - C. User-generated content
  - D. Business process
3. How does implementing information systems impact business processes?
  - A. It eliminates the need for human intervention in a business process.
  - B. It promotes a decentralized approach to information management.
  - C. It helps streamline business processes or eliminate ones that aren't necessary.
  - D. It eliminates the need for organizations to invest in data security.
4. \_\_\_\_\_ are the costs that customers incur when they change suppliers.
  - A. Network costs
  - B. Switching costs
  - C. Overhead costs
  - D. Opportunity costs.
5. \_\_\_\_\_ is high in an industry when alternative products that offer attractive savings are available.
  - A) The power of suppliers
  - B) The threat of substitutes
  - C) Network effects
  - D) The switching cost
6. Walmart's continuous replenishment system is an example of a firm using information systems to:
  - A) strengthen ties to its customers.
  - B) simplify the industry value chain.
  - C) focus on market niche.
  - D) achieve low-cost leadership.

7. Which of the following best describes the effect that new information technology has on society?
- A. It has a dampening effect on the discourse of business ethics.
  - B. It has a ripple effect, raising new ethical, social, and political issues.
  - C. It is beneficial for society as a whole, while raising dilemmas for consumers.
  - D. It has a waterfall effect in raising ever more complex ethical issues.
8. The use of computers to assemble data from different sources to create digital dossiers of detailed information about individuals is known as which of the following?
- A. Profiling
  - B. Phishing
  - C. Spamming
  - D. Spyware
9. All of the following are competitive forces in Michaels Porters model except:
- A. Suppliers
  - B. New market entrance
  - C. Disruptive Technologies
  - D. customers
10. The obligations that individuals and organizations have concerning rights to intellectual property involve which of the following moral dimensions of the information age?
- A. Property rights and obligations
  - B. System quality
  - C. Accountability and control
  - D. Information rights and obligations
11. Firms that allow employees to use their own devices are embracing which of the following?
- A. Wearable computing
  - B. Mobile consolidation
  - C. Cloud computing
  - D. BYOD
12. What event marked the beginning of e-commerce?
- A. The first product sold online
  - B. The first domain name registered
  - C. The first e-mail sent
  - D. The first paid advertisements placed on a website
13. Which of the following statements about EDI is *not* true?
- A. Each major industry in the United States has EDI standards.
  - B. Today, EDI is only used for document automation.
  - C. Many organizations still use private networks for EDI.
  - D. EDI systems are increasingly web-enabled.

14. Amazon's use of the Internet as a platform to sell books more efficiently than traditional bookstores illustrates which of the following strategies?
- A. Low-cost leadership
  - B. Marketing effectiveness
  - C. Focusing on market niche
  - D. Strengthening supplier intimacy
15. In planning a robust e-commerce presence, you will want to consider the blog platform as part of your \_\_\_\_\_ presence.
- A. social media
  - B. e-mail
  - C. community
  - D. website
16. A colleague at work takes small amounts of office supplies for her own personal use, saying that this is a tiny loss to the company. You tell her that if everyone were to take office supplies, then the loss would no longer be minimal. Your rationale expresses which of the following ethical principles?
- A. Kant's Categorical Imperative
  - B. The Golden Rule
  - C. The Risk Aversion Principle
  - D. The slippery-slope rule
17. Which of the following refers to policies, procedures, and technical measures used to prevent unauthorized access, alteration, theft, or physical damage to information systems?
- A. Security.
  - B. Controls
  - C. Benchmarking
  - D. Algorithms
18. All of the following are specific security challenges that threaten corporate systems in a client/server environment *except*:
- A. theft of data.
  - B. copying of data.
  - C. alteration of data.
  - D. radiation.
19. A salesperson clicks repeatedly on the online ads of a competitor in order to drive the competitor's advertising costs up. This is an example of:
- A. phishing.
  - B. pharming.
  - C. evil twins.
  - D. click fraud.

20. \_\_\_\_\_ is malware that hijacks a user's computer and demands payment in return for giving back access.
- A. A Trojan horse
  - B. Ransomware
  - C. Spyware
  - D. A virus
21. Pharming involves:
- A. redirecting users to a fraudulent website even when the user has typed in the correct address in the web browser.
  - B. pretending to be a legitimate business's representative in order to garner information about a security system.
  - C. setting up fake website to ask users for confidential information.
  - D. using emails for threats or harassment.
22. A foreign country attempting to access government networks in order to disable a national power grid is an example of:
- A. phishing.
  - B. denial-of-service attacks.
  - C. cyberwarfare.
  - D. cyberterrorism.
23. All of the following are issues with the traditional file environment *except*:
- A. data inconsistency.
  - B. inability to develop specialized applications for functional areas.
  - C. lack of flexibility in creating ad-hoc reports.
  - D. poor security.
24. A database \_\_\_\_\_ describes a database entity.
- A. byte
  - B. field
  - C. record
  - D. value
25. Data \_\_\_\_\_ occurs when the same data is duplicated in multiple files of a database.
- A. redundancy
  - B. repetition
  - C. independence
  - D. partitions

**Section B State whether each of the following is True or False.**

**[20 marks]**

**Write all answers in the ANSWER BOOKLET PROVIDED**

1. eBay is an example of the market creator business model.
2. In green computing, reducing computer power consumption is not a top priority.
3. IT infrastructure consists of only those physical computing devices and software required to operate the enterprise.
4. E-commerce refers to the use of the Internet and the web to transact business.
5. Scalability refers to the ability of a computer, product, or system to expand to serve a large number of users without breaking down.
6. The competitive forces model cannot be used to analyze modern digital firms which face new competitive forces that are not true of traditional firms.
7. A firm can be said to have competitive advantage when it has access to resources that others do not.
8. Most Internet businesses do very little to protect the privacy of their customers.
9. Microsoft Access and Oracle are examples of Relational Database Management System.
10. Google Search engine marketing is the largest form of web marketing.
11. Creating a marketing plan is not an example of a business process.
12. In order to be considered a digital firm, all of the firm's significant business relationships and core business processes must be digitally enabled.
13. A business model describes how a company produces, delivers, and sells a product or service to create wealth.
14. Transaction-level information is essential for operational management to plan future production levels.
15. Cross-functional systems are being phased out in favor of systems that support business processes within a single functional group, such as human resources.
16. You can use OLAP to perform multidimensional data analysis.
17. A server can either be classified as hardware or software.
18. Sniffers enable hackers to steal proprietary information from anywhere on a network, including email messages, company files, and confidential reports.
19. Implementing a web interface for an organization's internal database usually requires substantial changes to be made to the database.
20. In a client/server environment, a DBMS is located on a dedicated computer called a web server.

## **Section C Structured Questions**

**[60 marks]**

### **Question One**

**[16 marks]**

- a) Identify and discuss the major types of information systems that serve the main management groups within a business. (8 marks)
- b) Securing Information System is essential as they are prone to destruction.

Describe at least four (4) security Threats that can affect an Information System.

(8 marks)

### **Question Two**

**(20 Marks)**

- a) Identify and describe the Seven (7) Information Technology Infrastructure components? (14 marks)
- b) Explain the impact of the current trends in technology below that raise ethical issues: (6 marks)
- i) Declining Storage Costs.
  - ii) Advances in Networking.
  - iii) Mobile Device Growth.

### **Question Three**

**[12 marks]**

You are advising Thomas an aspiring small business owner, who seeks to start an Ecommerce business.

Discuss at least four (6) E-commerce revenue models he can use to generate revenue online.

### **Question Four**

**[12 Marks]**

- a) Traditional File processing Systems present a lot of challenges as compared to the database approach. Explain the challenges of Traditional File Systems? (8 marks)
- b) Define the following terms as used in information systems. (4 marks)
- ii) Switching Costs
  - iii) TCO
  - iv) BYOD
  - v) DBMS

**[END OF EXAMINATION]**