



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF COMPUTING AND INFORMATICS

DEPARTMENT OF INFORMATICS, JOURNALISM, AND MEDIA TECHNOLOGY

QUALIFICATION : 07BAIF/ 07BACS	
QUALIFICATION CODE: BMC511S	COURSE LEVEL: NQF LEVEL 5
COURSE: BUSINESS MANAGEMENT INFORMATION SYSTEMS	COURSE CODE: BMC511S
DATE: JULY 2022	SESSION: 1
DURATION: 2 Hours	MARKS: 100

SECOND OPPORTUNITY/SUPPLEMENTARY 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.**

Multiple Choice Questions. One mark for each question.

[Total 20 Marks].

1. Which of the following statements about organizations is *not* true?
 - A) An organization is a stable, formal social structure that takes resources from the environment and processes them to produce outputs.
 - B) An organization is a formal, legal entity with internal rules and procedures that must abide by laws.
 - C) An organization is a collection of people and other social elements.
 - D) Informal groups tend to be more stable in terms of longevity and routineness than organizations.
 - E) An organization is a collection of rights, privileges, obligations, and responsibilities delicately balanced over a period of time through conflict and conflict resolution.

2. Which of the following is *not* a mediating factor that impacts an organization's relationship with information technology?
 - A) Business processes
 - B) Environment
 - C) Structure of the organization
 - D) Agency costs
 - E) Politics

3. Which of the following statements about business processes is *not* true?
 - A) Business processes influence the relationship between an organization and information technology.
 - B) Business processes are a collection of standard operating procedures.
 - C) A business firm is a collection of business processes.
 - D) Business processes are usually enconced in an organization's culture.
 - E) Business processes are typically unaffected by changes in information systems.

4. Struggles for resources, competition, and conflict within an organization that result from divergent viewpoints about how resources, rewards, and punishments should be distributed are an example of which of the following?
 - A) Organizational culture
 - B) Organizational politics
 - C) Organizational structure
 - D) Organizational environment.
 - E) Business processes

5. Which of the following statements about features of organizations is *not* true?
 - A) All modern organizations are bureaucracies with clear-cut divisions of labor and specialization.
 - B) Organizations are devoted to maximizing output using limited inputs.
 - C) Organizations and environments have a reciprocal relationship.
 - D) Organizational culture is a powerful restraint on technological change.
 - E) Organizations generally change much faster than environments.

6. When a firm buys on the marketplace what it cannot make itself, the costs incurred are referred to as _____ costs.
- A) switching
 - B) network
 - C) procurement
 - D) agency
 - E) transaction
7. All of the following could be considered substitute products for industrial electricity generation *except*:
- A) solar
 - B) wind
 - C) coal
 - D) ethanol
 - E) hydropower
8. Which of the following models uses a general view of the firm, its competitors, and the firm's environment to understand competitive advantage?
- A) Network economics model
 - B) Competitive forces model
 - C) Competitive advantage model
 - D) Demand control model
 - E) Agency costs model
9. Which of the following is an example of a business using information systems to improve supplier intimacy?
- A) Citibank's ATM system
 - B) The Mandarin Oriental's use of computers to keep track of guest preferences
 - C) Verizon Corporation's use of a web-based digital dashboard to provide real-time information for managers
 - D) Apple's creation of the iPad
 - E) JCPenney's information system that allows its contract manufacturers to see what garments have been sold and need to be replaced
10. Which of the following statements best describes organizational culture?
- A) It encompasses the sum of beliefs and assumptions by all members.
 - B) It enables the organization to transcend the different levels and specialties of its employees.
 - C) It reflects the senior management's perspective on the organization and goals.
 - D) It allows a company to achieve greater operational efficiency.
 - E) It is a fundamental set of assumptions, values, and ways of doing things that has been accepted by most members of the organization.
11. The total time it takes to complete a business process, from start to finish, is called its _____ time.
- A) development
 - B) cycle
 - C) fulfillment
 - D) service
 - E) actualization

12. Which of the following systems helps a firm manage relationships with its suppliers?
- A) Supply chain Management
 - B) Transaction Processing System
 - C) Key Management Services
 - D) Enterprise Resource Planning
 - E) Management Information Systems
13. Which of the following may lead to competitive advantage?
- 1. New products, services, and business models
 - 2. Charging less for superior products
 - 3. Responding to customers in real time
- A) 1 only
 - B) 1 and 2
 - C) 2 and 3
 - D) 1 and 3
 - E) 1, 2, and 3
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?
- A) Operational excellence
 - B) Improved decision making
 - C) Improved community relations
 - D) Competitive advantage
 - E) Survival
15. All of the following are technical solutions to protecting user privacy *except*:
- A) email encryption.
 - B) anonymous surfing.
 - C) anonymous email.
 - D) preventing client computers from accepting cookies.
 - E) data use policies.
16. Which of the following protects the authors of a book from having their work copied by others?
- A) Patent protection
 - B) Due process
 - C) Copyright law
 - D) Fair Use Doctrine
 - E) Trade Secret law
17. A network of organizations and business processes for procuring raw materials, transforming these materials into intermediate and finished products, and distributing the finished products to customers is called a(n):
- A) distribution channel.
 - B) supply chain.
 - C) value chain.
 - D) marketing channel.
 - E) information system.

18. Data mining allows users to:
- A) quickly compare transaction data gathered over many years.
 - B) find hidden relationships in large databases.
 - C) obtain online answers to ad-hoc questions in a rapid amount of time.
 - D) summarize massive amounts of data into much smaller, traditional reports.
 - E) access the vast amounts of data in a data warehouse.
19. _____ establishes an organization's rules for sharing, disseminating, acquiring, standardizing, classifying, and inventorying information.
- A) Data scrubbing
 - B) Data definition
 - C) Data quality assurance
 - D) Data governance
 - E) Data policy
20. When a firm buys on the marketplace what it cannot make itself, the costs incurred are referred to as _____ costs.
- A) switching
 - B) network
 - C) procurement
 - D) agency
 - E) transaction

Section B True or false. One mark for each question.

[Total 10 Marks]

1. Switching costs increase when customers are strongly linked to products and platforms.
Answer: TRUE / FALSE
2. Managing a global supply chain is more complex than managing a domestic supply chain.
Answer:
3. A computer virus replicates more quickly than a computer worm.
Answer: TRUE / FALSE
4. Phishing is a form of spoofing. TRUE / FALSE
5. Sniffers enable hackers to steal proprietary information from anywhere on a network, including email messages, company files, and confidential reports.
Answer: TRUE / FALSE
6. A business process must be tied to just one specific functional area.
Answer: TRUE / FALSE
7. A business process must be tied to just one specific functional area.
Answer: TRUE / FALSE
8. An organisation is a social unit of people that is structured and managed to meet a need or to pursue collective goals. TRUE / FALSE
9. The effect of the Internet has been to decrease the bargaining power of customers.
Answer: TRUE / FALSE
10. The term *data governance* encompasses policies and procedures through which data can be managed as an organizational resource. Answer: TRUE / FALSE

Section C. Theory Answer all question

QUESTION ONE

[TOTAL 30 Marks]

1. a. Briefly explain what you understand by the term Information Systems **(5 marks)**
b. Explain 5 ways in which Information Technology can improves business processes **(5 marks)**
c. List and explain the four (4) types of IT infrastructure used by business organisations **(8marks)**
- d. Briefly discuss how an organization's culture, politics, and structure can prevent a firm from fully realizing the benefits of a new information system. **(12 marks)**

QUESTION TWO

[Total 19 Marks]

- a. Define Total Cost of Ownership (TCO) **(1 mark)**
- b. Briefly explain the components of TCO. **(8marks)**
- c. Identify and discuss the major types of information systems used by different levels of management within a business. What are the relationships among these systems? **(10 Marks)**

QUESTION 3

[Total 21 Marks]

- a. Briefly explain how information systems and information technology be used to improve business processes? **(11 marks)**
- b. Explain the following critical success factors to managing an organisation's data resources **(10 marks)**
 - i. Information policy
 - ii. Data administration:
 - iii. Data governance:
 - iv. Ensuring data quality
 - v. Data cleansing

THE END OF EXAM