



**PAMIBIA UNIVERSITY**  
OF SCIENCE AND TECHNOLOGY

**FACULTY OF COMMERCE, HUMAN SCIENCES & EDUCATION**

**DEPARTMENT OF GOVERNANCE AND SCIENCES, HOSPITALITY, TECHNICAL AND VOCATIONAL  
EDUCATION AND TRAINING**

<b>QUALIFICATION: BACHELOR OF BUSINESS AND INFORMATION ADMINISTRATION</b>	
<b>QUALIFICATION CODE: 07BBIA</b>	<b>LEVEL: 6</b>
<b>COURSE: BUSINESS INFORMATION SYSTEMS 2B</b>	<b>COURSE CODE: BIS621S</b>
<b>DATE: NOVEMBER 2025</b>	<b>SESSION: PAPER 1</b>
<b>DURATION: 2 HOURS</b>	<b>MARKS: 100</b>

<b>1<sup>ST</sup> OPPORTUNITY EXAMINATION QUESTION PAPER</b>	
<b>Examiner:</b>	Ms. P. Louw
<b>Moderator:</b>	Prof. N. Angula

<b>INSTRUCTIONS</b>	
1.	Answer <b>ALL</b> the questions.
2.	Read all the questions carefully before answering.
3.	Make sure your student number and question number appear on the answer script.
4.	Please ensure that your writing is legible, neat and presentable.

**THIS QUESTION PAPER CONSISTS OF 7 PAGES (INCLUDING THIS FRONT PAGE)**

**QUESTION 1**

**MARKS [10]**

Answer the following multiple-choice questions. Write down only the letter next to the appropriate number. For example, 1.1. E

- 1.1. Compared to a Local Area Network, a Metropolitan Area Network usually covers:
- A. A smaller area
  - B. The same area as a LAN
  - C. A larger area such as a city or campus
  - D. A global area
- 1.2. Companies often use software to monitor users' browsing patterns and shopping behaviour online. This practice is known as:
- A. Web hosting
  - B. Web tracking
  - C. Web spider
  - D. Web publishing
- 1.3. The practice of buying products directly through social media platforms such as Facebook, Instagram, or TikTok is called:
- A. Social Shopping
  - B. Social Networking
  - C. Social Marketing
  - D. Social Messaging
- 1.4. Which Web 2.0 application allows people to collaboratively add, edit, or update information on a website?
- A. Blogs
  - B. Social Networks

- C. Podcasts
  - D. Wikis
- 1.5. Which CRM system enables employees working remotely or in the field to access customer accounts using smartphones or tablets?
- A. Collaborative CRM
  - B. Mobile CRM
  - C. Operational CRM
  - D. Analytical CRM
- 1.6. A plan that outlines which computers communicate with each other and what information they should share and when is called the:
- A. Network Plan
  - B. Information Sharing Plan
  - C. Data Plan
  - D. Internet Connectivity Plan
- 1.7 The easiest way to define the concept of Business intelligence is as follow:
- A. A set of tools for managing employee performance
  - B. A system used for managing financial transactions in a business
  - C. A collection of tools and applications for gathering, analyzing, and disseminating information to enhance decision-making processes
  - D. A platform for customer relationship management and marketing automation
- 1.8. A procedure for estimating all costs involved and possible profits to be derived from a business opportunity or proposal.
- A. Benefit cost ratio
  - B. Risk Assessment

- C. Present value of benefits
  - D. Cost Benefit Analysis
- 1.9. Which type of e-commerce occurs when individuals offer their products or services for sale to companies or organizations that need them?
- A. Business to Consumer
  - B. Consumer to Business
  - C. Business to Business
  - D. Consumer to Consumer
- 1.10. Which social media platform is primarily used for professional networking?
- A. Instagram
  - B. Twitter
  - C. LinkedIn
  - D. Facebook

**QUESTION 2**

**[25 Marks]**

Answer the following questions:

- 2.1. Discuss five key impacts and the importance of information management systems in modern organizations. **(10)**
- 2.2. Identify and explain the three primary e-commerce business models that shape online commercial activity. **(8)**

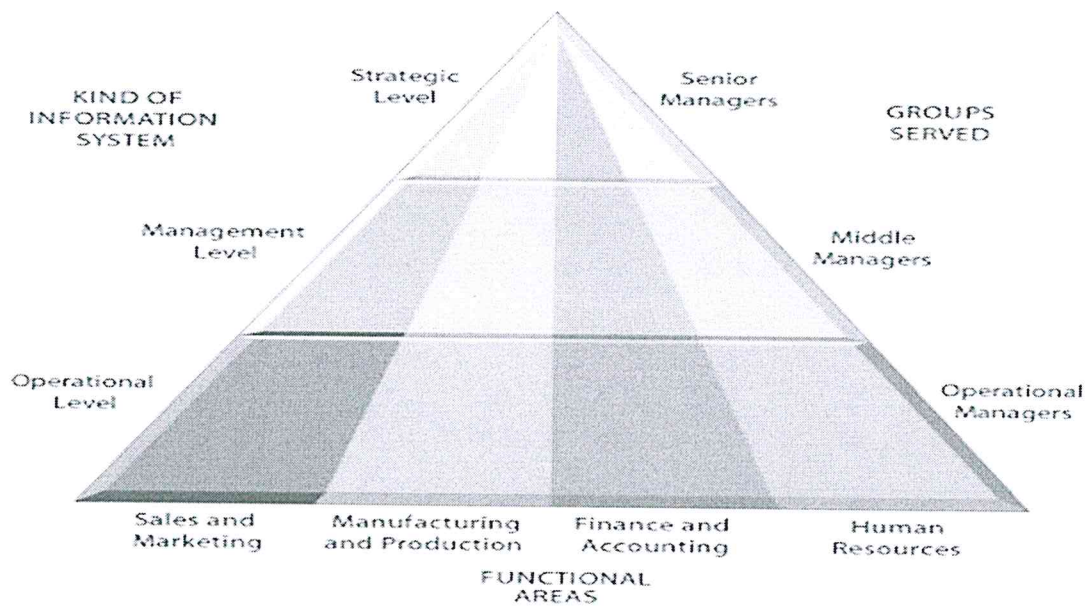
- 2.3. Define the term Software as a service (SaaS) and explain two advantages of this type of a software and give an example. (7)

**QUESTION 3**

**[25 Marks]**

Answer the following questions:

- 3.1. Use the illustration below. Identify and explain the three typical levels of an enterprise structure and provide examples of the type of information system commonly associated with each level. (9)



- 3.2. A Customer Relationship Management system comprise of strategies, processes, and technologies used by organizations to manage and analyze customer interactions and data throughout the customer lifecycle. State why is important for modern organizations to invest in a CRM System. (10)
- 3.3. Differentiate between batch and real-time processing. Use examples. (6)

#### QUESTION 4

[25 Marks]

Answer the following questions:

- 4.1. Prior to the introduction of computer networks, organisations operated in what is known as the "sneakernet era."
- (a) Briefly explain what is meant by the term sneakernet era. (2)
- (b) Discuss five challenges that organisations encountered during this time. (5)
- 4.2. There are several approaches that business entities may employ to implement an ERP system. One common approach is the big bang roll-out:
- (a) Briefly explain how this approach works (2)
- (b) Discuss three advantages and disadvantages of using this approach. (6)
- 4.3. Differentiate between on-premise and cloud-based Customer Relationship Management Systems. (4)
- 4.4. Despite global growth in e-commerce, Namibia has experienced slow adoption of online business practices. Briefly discuss six possible reasons why e-commerce adoption remains low in Namibia. (6)

**QUESTION 5**

**[15 Marks]**

Answer the following questions:

- 5.1. Identify and explain the two main models of supply chain management systems commonly applied in modern organisations. **(2)**
- 5.2. Explain the key differences between Web 1.0, Web 2.0, and Web 3.0. **(6)**
- 5.3. Briefly explain how institutions are using Business Intelligence (BI) tools to improve their operations. **(5)**
- 5.4. Identify two information systems used in contemporary organisations. **(2)**

**THE END**

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**TOTAL: 100 MARKS**