ΠΑΜΙΒΙΑ UΠIVERSITY
OF SCIEΠCE AΠD TECHΠOLOGY

FACULTY OF COMMERCE; HUMAN SCIENCE AND EDUCATION

DEPARTMENT OF GOVERNANCE & MANAGEMENT SCIENCES

QUALIFICATION: BACHELOR OF BUSINESS AND INFORMATION ADMINISTRATION	
QUALIFICATION CODE: 07BBIA	**LEVEL:** 6
COURSE CODE: BIS621S	**COURSE NAME:** Business information systems 2B
SESSION: NOVEMBER 2022	**PAPER:** THEORY (PAPER 1)
DURATION: 2 HOURS	**MARKS:** 100

1ST OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER	Dr. N. Angula
MODERATOR:	Mrs. A. Schroeder

INSTRUCTIONS
1. Answer ALL the questions.
2. Read all the questions carefully before answering.
3. Number the answers clearly

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

Section A: Multiple choice questions

QUESTION 1   [10]

Answer the following multiple-choice questions. Only write down the question number and the correct answer. E.g. 1.1 C

1.1 Is a network that connects computers and other devices in a relatively small area, typically a single building or a group of buildings:
   A. LAN network
   B. WAN network
   C. Metropolitan network
   D. Peer-to peer

1.2 Describes the buying, selling and exchanging of products, services and information via computer networks, primarily the internet:

   A. Business -to-consumer (B2C)
   B. Business-to-business (B2B)
   C, E-commerce
   D. Consumer-to-consumer (C2C)

1.3 Companies can track people's online activities by using tracking software, which is referred to as:

   A. Web crawler
   B. Google web
   C. Web spider
   D. web tracking

1.4 A website that allows many people to add or update information found on the site:
   A. Trackback
   B. Static website
   C. wikis
   D. Social interaction

1.5 Web 2.0 technologies used for business or organisational purposes are commonly known as:
   A. Technologies 3.0
   B. Static 2.0
   C. Market 2.0
   D. Enterprise 2.0

1.6 Is an idea of buying products through social channels such as Facebook and Twitter:
   A. Social shopping
   B. Social media
   C. Web 2.0
   D. Nordstrom

1.7   An efficient way of processing large volumes of data in an organisation:
    A. Transaction processing
    B. Batch processing
    C. Processing transaction.
    D. Transaction information processing.

1.8   The collection of people, tasks, equipment, data and other resources required to produce ad move products from a vendor to a customer in an effective and efficient way:
    A. A supply chain
    B. Supply chain management systems
    C. Enterprise resource planning systems
    D. Transaction processing systems

1.9   Is seen as a management strategy that if properly managed, results in increased profits for a business:
    A. Mobile marketing
    B. Database marketing
    C. Customer relationship management.
    D. Collaborative

1.10 A procedure for estimating all costs involved and possible profits to be derived from a business opportunity or proposal:
    A. Present value of costs
    B. Present value of benefits
    C. Benefit cost ratio
    D. Cost benefit analysis (CBA)

Section B: Structured questions [90]

Answer each of the following questions:

Questions 1

Explain the meanings of the phrases "computer networks," "wide area network," "local area network," and "metropolitan area network" as they apply to information technology? Provide (2) examples for each phrases discussed.

[10]

Question 2

State the five types of electronic commerce that current businesses use and provide five (5) examples how they work?

[10]

Question 3

Identify five (5) examples of each of the business models that are currently used in contemporary organisations for business-to-business electronic commerce and provide five (5) examples how the business model work?

[10]

Question 4

Discuss (5) points why web 2.0 is important to businesses in today's world? State five (5) specific Web 2.0 examples.

[10]

Question 5

What substantial changes are likely to occur soon in contemporary organisations and how is the internet evolving? Discuss (10) points. [10]

Question 6

Provide an in-depth explanation of the meaning of the phrase "transaction processing system" and identify five (5) functions of this system in modern organizations?

[10]

Question 7

Discuss five (5) reasons why enterprise resource planning is necessary and five examples that it has been successful in modern organisations? **[10]**

Question 8

Identify (5) reason why the phrases supply chain management (SCM) and customer relationship management (CRM) important in contemporary organisations and provide any (2) examples of supply chain management (SCM) and customer relationship management systems (CRM?

[10]

Question 9

Describe (5) technologies that modern organisations utilise to support their supply chain management systems and provide 5 examples of supply chain management systems?

[10]

[Section B Total Marks: 90]

End of examination

TOTAL: 100