



FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF GOVERNANCE AND MANAGEMENT SCIENCES

QUALIFICATION: Bachelor of Business Management (Hons)	
QUALIFICATION CODE: 08BBMA	LEVEL: 8
COURSE: Enterprise Systems Management	COURSE CODE: ESM821S
DATE: January 2025	SESSION: Semester 2 2025
DURATION: 3 Hours	MARKS: 100

2nd OPPORTUNITY EXAMINATION QUESTION PAPER NOVEMBER 2025

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THIS PAPER CONSISTS OF 3 PAGES (INCLUDING THIS FRONT PAGE)

INSTRUCTIONS

1. Answer **all** questions.
2. Read all the questions carefully before answering.
3. Marks for each question are indicated at the end of each question.
4. Please ensure that your writing is legible, neat, and presentable.

SECTION A – Multiple Choice Questions (20 marks)

Section A: Objective (20 marks)

(Answer all questions. Each carries 2 marks unless otherwise indicated.)

1. Which of the following best describes the main function of ERP systems?
 - A. Managing customer interactions
 - B. Integrating core business processes into a unified system
 - C. Optimizing supply chain logistics
 - D. Storing large volumes of data in NoSQL databases
2. The first major step toward integration in enterprise systems during the 1970s was:
 - A. Mainframe computers
 - B. Customer Relationship Management (CRM)
 - C. Material Requirements Planning (MRP)
 - D. Hadoop distributed systems
3. Which of the following is a benefit of integrating business processes through enterprise systems?
 - A. Increased data silos
 - B. Reduced collaboration between departments
 - C. Real-time data access
 - D. Higher resistance to change
4. A key feature of CRM systems is:
 - A. Inventory management
 - B. Contact and sales management
 - C. Machine capacity planning
 - D. Order processing
5. The **Walmart** case study demonstrates the use of enterprise systems to:
 - A. Enhance customer service through CRM
 - B. Optimize supply chain operations
 - C. Transition to blockchain-based transactions
 - D. Automate HR processes
6. Which of the following is **NOT** considered a success factor in enterprise system implementation?
 - A. Strong project management
 - B. Adequate user training
 - C. Lack of top management support
 - D. Clear vision and objectives
7. In the context of Big Data, the “5 Vs” do **NOT** include:
 - A. Variety
 - B. Velocity
 - C. Validity
 - D. Value

8. Which of the following is **NOT** a type of NoSQL database?
 - A. Document stores
 - B. Graph databases
 - C. Relational databases
 - D. Key-value stores
9. One of the challenges SMEs face in adopting enterprise systems is:
 - A. Abundant financial resources
 - B. Limited scalability of solutions
 - C. Excessive global operations
 - D. Easy access to vendor training
10. The GDPR is a regulatory framework primarily concerned with:
 - A. Manufacturing efficiency
 - B. Financial auditing
 - C. Data privacy and protection
 - D. Customer loyalty programs

SECTION B: Essay Questions (80 marks)

Answer all questions. Each question carries 20 marks.

1. **Trace the evolution of enterprise systems** from early business computing to modern-day cloud, AI, and blockchain-based solutions. In your answer, highlight the major milestones and explain their impact on organizational processes.
2. Using **case studies** such as Amazon, Walmart, Siemens, and Hershey, critically evaluate the **success and failure factors** in enterprise system implementation. What lessons can organizations learn from these examples?
3. Discuss the role of **data integration and management** in enterprise systems. How does effective data integration enhance decision-making, efficiency, compliance, and customer satisfaction?
4. Small and Medium Enterprises (SMEs) face unique challenges in adopting enterprise systems. Examine these challenges and propose **cost-effective strategies and solutions** that can enable SMEs to benefit from enterprise systems.

END OF PAPER