



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF COMPUTING AND INFORMATICS

DEPARTMENT OF INFORMATICS

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

INSTRUCTIONS

1. There are three (3) sections in this paper: Section A, Section B and Section C.
2. Answer ALL 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. The Avani's use of computer systems to keep track of guests' preferences is an example of which of the following?
 - A) Improved flexibility
 - B) Improved decision making
 - C) Improved efficiency
 - D) Customer intimacy
 - E) Operational excellence

2. The interaction between information technology and organizations is influenced:
 - A) solely by the decision making of middle and senior managers.
 - B) by the development of new information technologies.
 - C) by many factors, including structure, politics, culture, and environment.
 - D) by two main macroeconomic forces: capital and labor.
 - E) by the rate of growth of the organization.

3. In a hierarchical organization, the upper level consists of:
 - A) scientists.
 - B) senior management.
 - C) professional employees.
 - D) data workers.
 - E) knowledge workers.

4. Data management technology consists of which of the following?
 - A) Physical hardware and media used by an organization for storing data
 - B) Detailed, preprogrammed instructions that control and coordinate the computer hardware components in an information system
 - C) Two or more computers to share data or resources
 - D) Hardware and software used to transfer data
 - E) Software governing the organization of data on physical storage media

5. The fundamental set of assumptions, values, and ways of doing things that has been accepted by most of a company's members is called its:
 - A) culture.
 - B) environment.
 - C) atmosphere.
 - D) business process.
 - E) mission.

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) develop synergies.
 - D) focus on market niche.
 - E) 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.
 - E) It has a magnifying effect, creating increasing numbers of 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) Targeting
 - E) Spyware
9. All of the following are competitive forces in Porter's model *except*:
- A) suppliers.
 - B) new market entrants.
 - C) disruptive technologies.
 - D) customers.
 - E) substitute products.
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
 - E) Quality of life
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
 - E) Self computing

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
 - E) The first product advertised online
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.
 - E) About 80 percent of online B2B e-commerce is still based on EDI.
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
 - E) Developing synergies
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
 - E) offline media
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 "No free lunch" rule
 - E) 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
 - E) Identity management

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.
 - E) hardware failure.
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) spoofing.
 - D) evil twins.
 - E) 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
 - E) An evil twin
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.
 - E) setting up fake Wi-Fi access points that look as if they are legitimate public networks.
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.
 - E) evil twins.
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.
 - E) data sharing.

24. A database _____ describes a database entity.
- A) byte
 - B) field
 - C) record
 - D) value
 - E) file
25. Data _____ occurs when the same data is duplicated in multiple files of a database.
- A) redundancy
 - B) repetition
 - C) independence
 - D) partitions
 - E) discrepancy.

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. IT infrastructure consists of only those physical computing devices and software required to operate the enterprise.
10. 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 computer worm is a program that can copy itself to other computers on the network.
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

[55 marks]

Question One

[16 marks]

- a) Identify and discuss the four (4) 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 following current trends in contemporary software platforms, (6 marks)
- i) Open Source Software
 - ii) Software Out sourcing
 - iii) Cloud based Services

Question Three**[12 marks]**

You are advising the owner of Tech-house Computers, a small local computer shop that repairs and also builds custom computers to order.

- a) State at least four (4) Strategic Objectives Tech –house Computers can strive to achieve? (8 marks)
- b) Which Information System Strategies can be used by Tech- house to gain Competitive advantage over its competitors? (4 marks)

Question Four**[8 Marks]**

- a) Traditional File processing Systems present a lot of challenges as compared to the database approach. Explain the challenges of Traditional File Systems? (7 marks)

[END OF EXAMINATION]