

National College of Ireland

**BA (Hons) in Accounting (BAHACC1)
BA (Hons) in Human Resource Management (BAHHRD1)
BA (Hons) in Financial Services (BAHFINS1)**

Semester Two Examinations – 2010

**5th May 2010
6.30pm – 8.30pm**

Business Information Systems

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Answer question 1 in section 1, and 3 questions from section 2. All questions carries 50 marks.

Duration of exam: 2 hours.

Attachments: None.

You should answer **only the required number** of questions.

If you answer **more** than the required number of questions you should **cancel** (put a line through) the question(s) you do not want marked.

If you do not cancel extra questions, the examiner will mark the questions **in the order presented** in your answer book until the required number of questions have been marked.

Section 1

Question 1(50 marks, 2 marks each)

No	Question	Answer A	Answer B	Answer C	Answer D
1.	Electronic business marketplaces and direct links are categorised as	B2C	C2B	B2B	C2C
2.	Software to access the WWW is called	A Browser	A Web	A Server	Email
3.	Which of the following is not one of the fundamental characteristics of a computer	High cost	Reliability	Speed	Storage capacity
4.	Another name for main memory is	Secondary storage	Primary storage	Disk storage	Tape storage
5.	Which is not a computer memory	ROM	RAM	Flash	Bus
6.	Primary storage is	Permanent	Volatile	Slow	Cheap
7.	Transacting with customers is part of	Building a Web Store	Serving Customers	Managing a Web Store	Loosing Customers
8.	Which of the following is not an eCommerce success factor	Selection and Value	Volume of Customers	Personal Attention	Look and Feel
9.	Which of the following is not an eCommerce success factor	Performance and Service	Community Relations	Security and Reliability	Volume of Sales
10.	Capitol Budgeting is usually defined as what type of functional business system	Accounts	Finance	Marketing	Production Operations

No	Question	Answer A	Answer B	Answer C	Answer D
11.	Process Controls is usually defined as what type of functional business system	Human Resources Management	Finance	Accounts	Production Operations
12.	Cash Management is usually defined as what type of functional business system	Production Operations	Accounting	Marketing	Finance
13.	Customer Relationship Management is usually defined as what type of functional business system	Human Resources Management	Accounting	Marketing	Production Operations
14.	These networks connect computers over large distances	Small	MAN	LAN	WAN
15.	The Protocol that ensures that data is transmitted reliable over the Internet is called	IP	TCP	Modem	LAN
16.	A system that crosses the boundary of traditional business functions is called a	Cross Functional System	Transaction Processing System	Enterprise Collaboration System	Manufacturing Systems
17.	A system that supports the operational/production functions is called a	Cross Functional System	Transaction Processing System	Enterprise Collaboration System	Manufacturing Systems
18.	Additional data and programs not being used by the processor are stored in	Secondary storage	Output units	Input units	The CPU
19.	Step by step instructions that run the computer are	Hardware	CPUs	Documents	Software
20.	Which of the following is not done by the operating system	Writing files to hard disk	Formatting the data on the screen	Sending data to the printer	Reading data from a DVD

No	Question	Answer A	Answer B	Answer C	Answer D
21.	Desktop and personal computers are also known as	Microcomputers	Mainframes	Supercomputers	Peripheral equipment
22.	The raw material to be processed by a computer is called	A program	Software	Data	Information
23.	A Client Server system runs on	A Mainframe	At least 2 computers	A single PC	A database server only
24.	A bar code reader is an example of a(n)	Processing device	Input device	Storage device	Output device
25.	An example of a binary switch is	Dimmer switch	Thermostat	Washing machine dial	Light switch

Section 2

Question 2(50 marks)

What are the critical success factors for an eCommerce web site (20 marks). Write a note explaining each (6 marks each).

Question 3(50 marks)

- What are the main components of an Information System (30 marks)
- What is a Management Information System (20 marks).

Question 4 (50 marks).

- Describe the components you would expect to find in a HR System (20 Marks).
- Suggest three functions from a HR perspective that a company could improve or achieve through the use of the Internet and explain how each benefit is achieved. (15 marks).
- Suggest three functions from a HR perspective that a company could improve or achieve through the use of a corporate Intranet and explain how each benefit is achieved. (15 marks).

Question 5 (50 marks).

The Value Chain is a model developed by Michael Porter to help analyse an organisation in terms of identifying its core competencies.

- Define this Value Chain and write a short note explaining each of the primary and support functions (30 marks).
- Explain how this Value Chain can help an organization achieve a strategic advantage (20 marks)