

KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY,  
KUMASI

COLLEGE OF SCIENCE

DEPARTMENT OF COMPUTER SCIENCE

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Index Number

CSM482 INFORMATION SYSTEMS II

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TIME ALLOWED : 2Hrs

There are Two (2) Sections.

Answer ALL questions in Section A by shading the appropriate letter on the scanable form provided and circling the letter corresponding to the correct answer on the question paper.

Answer One (1) question in Section B in the answer booklet provided.

SECTION A

1/2 Mark each

1. \_\_\_\_\_ provides vital cross-functional information on business performance quickly to managers to significantly improve their ability to make better decisions in a timely manner across the entire business enterprise
  - a. Customer relationship management
  - b. Supply chain management
  - c. Enterprise resource planning
  - d. Knowledge management
  - e. Partner management
2. An internetworked enterprise may have an extranet link to its \_\_\_\_\_ for distribution management, supply chain management and procurement.
  - a. Partners and consultants
  - b. Business customers
  - c. Suppliers and distributors
  - d. Consumers
  - e. Contractors

3. Suppliers and distributors may use extranet links to help them engage in \_\_\_\_\_

- I. Procurement
- II. Joint designs
- III. Sales force automation
- IV. Distribution management
- V. Supply chain management

- a. I, II and III only
- b. II, III and IV only
- c. I, IV and V only
- d. III, IV and V only
- e. IV and V only

4. Intranets are being used \_\_\_\_\_ across the internetworked enterprise.

- I. For making hypermedia information available on Web servers,
- II. As the platform for developing and deploying critical business applications to support business operations and managerial decision making
- III. For providing Online sales and support
- IV. For providing joint design with partners

- a. I, II and III only
- b. II, III and IV only
- c. I, III and IV only
- d. I and II only
- e. I and IV only

5. In creating an extranet link, companies can \_\_\_\_\_

- I. use the unsecured Internet as the extranet link but rely on encryption of sensitive data and its own firewall systems to provide adequate security
- II. establish direct private network links between themselves
- III. create private secure Internet links between them called *virtual private networks*.

- a. I and II only
- b. I and III only
- c. II and III only
- d. I only
- e. I, II and III

6. As a means of improving communications and collaboration within an enterprise that has an intranet, PC or Workstations intranet browsers can be used to \_\_\_\_\_.

- I. Send and receive email
- II. Send and receive voicemail and faxes
- III. Centrally administer clients, servers and security

- a. I and II only
- b. I and III only
- c. II and III only
- ☒ d. I only
- e. I, II and III only

7. Intranets provide an *enterprise information portal* that supports

- ☒ I. communication and collaboration
- II. existing databases and legacy enterprise applications
- ☒ III. Web publishing
- IV. business operations and management

- a. I, II and III only
- b. II, III and IV only
- c. I, III and IV only
- d. I and II only
- e. II and IV only

8. A user generally interacts directly only with the client portion of a client/server application, typically through a graphical user interface to

- I. input data
- II. query a database to retrieve data
- III. analyze and report on retrieved data using fourth-generation packages such as spreadsheets and graphics applications

- a. I and II only
- b. I and III only
- c. II and III only
- d. I only
- ☒ e. I, II and III only

9. An organization's information architecture consists of its

- I. Information Technology personnel
- II. computer hardware and software
- III. telecommunications links
- IV. data files

- a. I, II and III only
- ☒ b. II, III and IV only
- c. I, III and IV only
- d. I and II only
- e. II and IV only



10. \_\_\_\_\_ uses information technology to create a cross-functional enterprise system that integrates and automates many of the customer serving processes in sales, marketing, and customer services that interact with a company's customers.
- a. Customer relationship management
  - b. Supply chain management
  - c. Enterprise resource planning
  - d. Knowledge management
  - e. Partner management

11. Large customers of a company may use \_\_\_\_\_ access to the company's inventory databases as part of an electronic commerce system.
- a. EDI
  - b. WAN
  - c. intranet
  - d. Internet
  - e. extranet

12. Sales reps of a company are likely to use \_\_\_\_\_ to link to their corporate intranet in order to gain access to customer records for customer relationship management.

- I. WAN
- II. LAN
- III. an extranet link
- IV. the Internet

- a. I, II and III only
- b. II, III and IV only
- c. I, II and IV only
- d. II and III only
- e. III and IV only

13. \_\_\_\_\_ software is fundamental to business process reengineering.

- a. SCM
- b. ERP
- c. PRM
- d. KM
- e. EAI

14. Companies continually collaborate with customers in

- I. product development
- II. linking complementary core competencies
- III. marketing
- IV. delivery
- V. technical support

- a. I, II and III only
- b. II, III and IV only
- c. I, IV and V only
- ☒ d. III, IV and IV only
- e. I, III, IV and V only

15. A customer focused business is one that

- ☒ I. Make loyal customers feel special with website personalization
- ☒ II. Provides top quality customer service tailored to individual needs
- ☒ III. Provides lowest prices for goods and services
- ☒ IV. Builds a Web community of customers, employees and partners

- ☒ a. I, II and IV only
- b. I, III and IV only
- c. II & III only
- d. III & IV only
- e. I & IV only

16. A(n) \_\_\_\_\_ is a network of business partners formed to take advantage of rapidly changing opportunities.

- a. Virtual company
- ☒ b. Strategic partnership alliance
- c. agile company
- d. B2B e-commerce web portal
- e. knowledge creating companies

17. Major business use of the Internet include

- ☒ I. Interactive marketing
- ☒ II. Extranet access to intranet resources
- ☒ III. Web surfing for multimedia information and entertainment
- ☒ IV. Electronic commerce

- a. I, II & III only
- b. II, III & IV only
- ☒ c. I, II & IV only
- d. III only
- e. I, II, III & IV

18. A business partner is likely to use the Internet for

- ☒ I. Discussion forums
- ☒ II. E-mail
- ☒ III. File transfer
- ☒ IV. Collaboration with customers and prospects

- a. I & II only
- b. II & III only
- c. III & IV only
- ☒ d. I, II & III only
- e. I, III & IV only

19. A supplier is likely to use the Internet for

- ☒ I. Sending documents via EDI over secure Internet links
- ☒ II. Extranet access in order to access inventory
- III. Shopping at e-commerce websites for products and services
- IV. Discussion forums

- ☒ a. I & II only
- b. II & III only
- c. III & IV only
- d. I & III only
- e. II & IV only

20. To enable the many different applications of end users to be accomplished using the different varieties of computers, software packages, and databases provided by a variety of interconnected networks, one may have to use \_\_\_\_\_.

- ☒ a. Open systems software
- b. Enterprise application integration software
- c. Database management software
- d. Middleware software
- e. Enterprise collaboration systems

21. \_\_\_\_\_ software interconnects enterprise applications for seamless integration.

- a. Enterprise Application Framework
- b. Cross-Functional Applications
- c. Cross-Functional Enterprise Systems
- d. Enterprise Collaboration systems
- ☒ e. Enterprise Application Integration

22. The \_\_\_\_\_ component of the CRM software helps customer service managers create, assign, and manage requests for service by customers?

- ☒ a. Customer Service and Support
- b. Retention and loyalty programs
- c. Sales
- d. Human Resource
- e. Marketing and Fulfillment



23. The ERP software suit will typically support

- I. Logistic planning
- II. personnel requirements planning
- III. material requirements planning
- IV. pricing analysis

- a. I & III only
- b. II & IV only
- c. III & IV only
- d. I, II & III only
- e. I, II, III & IV

24. In the \_\_\_\_\_ standard for electronic payment, software encrypts a digital envelope of digital certificates specifying the payment details.

- a. Secure Electronic Transaction
- b. Digital Wallet Payment System
- c. Secure Socket Layer
- d. Secure Electronic Funds Transfer
- e. Digital Certificates

25. CRM systems create an IT framework of web-enabled software and databases that integrates processes in \_\_\_\_\_ with the rest of the company's business operations, and supports collaboration among a business and its customers and partners.

- ☒ I. Marketing
- II. Accounting and Finance
- ☒ III. Customer Service
- IV. Human Resource
- ☒ V. Sales

- a. I, II & IV only
- b. I, IV & V only
- c. I, III & V only
- ☒ d. I, III & IV only
- e. II, IV & V only

26. A(n) \_\_\_\_\_ software implementation is like the corporate equivalent of a brain transplant.

- a. Knowledge management
- b. Customer relationship management
- c. Supply chain management
- ☒ d. Enterprise resource planning
- e. Partner relationship management

27. The Business value of Intranets include
- I. Providing intranet portal management
  - ✓ II. Providing connections to suppliers and distributors for supply chain management
  - III. Using it for communication and collaboration within an enterprise
  - ✓ IV. Using it to support business operations and management
- a. I, II and III only
  - b. II, III and IV only
  - c. I, III and IV only
  - d. I and III only
  - ✓ e. II and IV only
28. Which CRM software module provides sales reps with the software tools and company data sources such as product configuration, sales quote generation capabilities and real-time access to a single common view of the customer
- a. Contact and account management
  - ✓ b. Sales
  - c. Marketing and Fulfilment
  - d. Customer Service and Support
  - e. Retention and loyalty programs
29. Which enterprise application is able to achieve its aim by forecasting demand, controlling inventory and enhancing the network of business relationships a company has with customers, suppliers, distributors, and others?
- a. Customer relationship management
  - ✓ b. Supply chain management
  - c. Enterprise resource planning
  - d. Knowledge management
  - e. Partner management
30. \_\_\_\_\_ software allows a variety of enterprise application clusters to exchange data according to rules derived from the business process models developed by users.
- ✓ a. Enterprise resource planning
  - b. Enterprise application integration
  - c. Enterprise collaboration
  - d. Electronic commerce
  - e. Supply chain management
31. Customer touchpoints for CRM systems of a company include the following
- ✓ I. Retail stores
  - II. Personal contact
  - ✓ III. The company's PR office
  - ✓ IV. The company's website



- a. IV only
- b. I & II only
- c. II & III only
- ☒ d. I, II & IV only
- e. I, III & IV only

32. Major application components of a CRM system include

- ☒ I. Retention and loyalty programs
- ☒ II. Marketing and fulfilment
- ☒ III. Forecast and Demand planning
- ☒ IV. Contact and Account management

- a. I & II only
- b. II & III only
- c. I & IV only
- d. III & IV only
- ☒ e. I, II & IV only

33. Which of these CRM solutions will be effective at the acquisition stage of the Customer Life Cycle?

- a. Cross-sell and Up-sell
- ☒ b. Proactive service
- c. Sales Force Automation
- d. Customer support
- e. Direct marketing

34. The Supply Chain Life Cycle is as follows:

- a. Make, Commit, Schedule, deliver
- b. Commit, Schedule, Make, Deliver
- c. Schedule, Make, Commit, Deliver
- d. Commit, Make, Deliver, Schedule
- ☒ e. Schedule, Commit, Make, Deliver

35. Which enterprise application concentrates on the efficiency of a firm's internal production, distribution, and financial processes?

- ☒ a. Supply chain management
- b. Enterprise resource planning
- c. Knowledge management
- d. Partner management
- e. Customer relationship management

36. Which category of e-commerce involves both electronic business marketplaces and direct market links?

- a. B2C
- ☒ b. B2B
- c. C2C
- d. B2G
- e. C2B

37. Companies employing B2C e-commerce

- ☒ I. offer interactive order processing.
- ☒ II. offer attractive e-commerce websites that provide virtual storefronts and multimedia catalogs.
- III. may rely on electronic data interchange(EDI) via the Internet or extranet for exchange of commerce documents.
- ☒ IV. offer online customer support.

- a. I, II & III only
- ☒ b. I, II & IV only
- c. I, III & IV only
- d. III only
- e. I & III only

38. Which of these can be considered a form of C2C e-commerce?

- I. Electronic personal advertising at electronic newspaper sites
- ☒ II. Electronic personal advertising at personal websites
- ☒ III. Consumer e-commerce portals

- a. I & II only
- b. I & III only
- ☒ c. II & III only
- d. I, II & III
- e. II only

39. \_\_\_\_\_ helps to establish mutual trust between you and an e-tailor at an e-commerce site

- a. Electronic payment system
- ☒ b. Access control and security
- c. Profiling and personalizing
- d. Electronic Data Interchange
- ☒ e. Secure electronic payment

40. \_\_\_\_\_ is an electronic payment security method which was developed by Netscape Communications that automatically encrypts data passing between your web browser and a merchant's server.

- a. Secure Electronic Transaction
- ☒ b. Secure Socket Layer
- c. Digital Wallet Payment System
- d. Secure Electronic Funds Transfer
- e. Digital certificates

41. Arrange the following from highest integration "click and brick" strategy to the least.

- I. Joint Venture
- II. Spin Off
- III. In-house Division
- IV. Strategic Partnership

- a. I, II, III, IV
- b. IV, III, II, I
- c. II, I, IV, III
- d. III, IV, I, II
- ☒ e. III, I, IV, II

Handwritten notes:  
I, IV, I, III  
III, I, IV, II

42. Which essential e-commerce process helps e-commerce companies develop, generate, deliver update and archive text data and multimedia information at e-commerce websites?

- ☒ a. Collaboration and trading
- b. Workflow management
- c. Access Control and Security
- d. Event notification
- e. Content and Catalog management

43. E-commerce transaction systems are scaled and customised to allow buyers and sellers to meet in a variety of high-speed trading platforms termed \_\_\_\_\_.

- a. e-commerce marketplaces
- ☒ b. click and brick strategies
- c. e-commerce portals
- d. e-commerce channels
- e. e-business channels

44. Another term for e-commerce integration alternatives is \_\_\_\_\_.

- a. Marketplace alternatives
- b. Channel alternatives
- c. e-Commerce strategies
- d. Click and brick strategies
- ☒ e. e-commerce channel spectrum.



45. An auction marketplace used by many buyers and sellers that can create a variety of buyers' and sellers' auctions to dynamically optimize prices is known as a(n) \_\_\_\_\_ type of e-commerce marketplace.
- one to many
  - many to one
  - some to many
  - many to some
  - ☒ many to many
46. Which of these is/are typical characteristics of a Business Process Reengineering compared to Business Improvement?
- The frequency of change is continuous ✓
  - The primary enabler is statistical control
  - Typical scope is broad, cross-functional ✓
  - Participation is bottom-up x
- I & II only
  - II & III only
  - III & IV only
  - I & IV only
  - III only
47. A buy-side marketplace which attracts many suppliers who flock to these exchanges to bid on businesses of a major buyer is known as a(n) \_\_\_\_\_ type of e-commerce marketplace.
- ☒ one to many
  - many to one
  - some to many
  - many to some
  - many to many
48. \_\_\_\_\_ aims at acquiring and retaining partners who can enhance the selling and distribution of a firm's products and services.
- CRM
  - ERP
  - SCM
  - KM
  - ☒ PRM
49. Manufacturing processes supported by ERP include the following.
- Logistics planning
  - Materials requirements planning
  - Capacity planning
  - Personnel requirements planning

- a. I & II only
- b. II & III only
- c. III & IV only
- d. I & III only
- e. I & IV only

50. Major application components of SCM systems include

- I. Order management
- II. Transportation and shipment
- III. Forecast and Demand planning
- IV. Sales force automation

- a. I & II only
- b. II & III only
- c. III & IV only
- d. II & IV only
- e. I & III only

51. \_\_\_\_\_ software assists customer service reps in helping customers who have problems with a product or service by providing relevant service data and suggestions for resolving problems.

- a. Call center
- b. Help desk
- c. front desk
- d. customer service
- e. Web-based self service

52. A \_\_\_\_\_ is an electronic "credit card" that establishes your credentials when doing business or other transactions on the Web.

- a. Digital certificate
- b. Digital signature
- c. Electronic wallet
- d. Public key
- e. Electronic cash

53. At the "Retain" stage of the Customer Life Cycle, \_\_\_\_\_ can be used most effectively.

- a. Customer Support
- b. Sales Force Automation
- c. Proactive service
- d. Direct marketing
- e. Cross-sell and Up-sell

54. Which major application component of a CRM system helps sales, marketing, and service professionals capture and track relevant data about every past and planned meeting with prospects and customers?
- a. Retention and loyalty programs
  - b. Customer service and support
  - c. Sales
  - ☒ d. Contact and account management
  - e. Content management
55. Companies employing B2B e-commerce
- I. offer attractive e-commerce websites that provide virtual storefronts and multimedia catalogs.
  - II. offer interactive order processing.
  - III. use direct market links between participants of an e-commerce transaction.
- a. I, II & III only
  - b. I, II & IV only
  - c. I, III & IV only    II & III only
  - ☒ d. III only
  - e. I & III only
56. Many of the business processes in e-commerce can be managed and partially automated with the help of \_\_\_\_\_ software.
- a. ERP
  - ☒ b. EAI
  - c. Search management
  - d. Workflow management
  - e. Event notification
57. Which essential e-commerce process responds to innumerable customer relationship and supply chain management activities?
- a. Search management
  - ☒ b. Event notification
  - c. Workflow management
  - d. Payments
  - e. Collaboration and trading
58. Which enterprise application supports manufacturing, distribution, accounting, and human resource applications?
- a. Supply chain management
  - ☒ b. Enterprise resource planning
  - c. Knowledge management
  - d. Partner management



59. Which essential e-commerce process includes matchmaking, negotiation, and mediation process?
- a. Access Control and Security
  - ☒ b. Collaboration and trading
  - c. Workflow management
  - d. Catalog management
  - e. Event notification
60. Many \_\_\_\_\_ e-commerce portals are developed and hosted by third-party market-maker companies.
- ☐ a. C2C
  - b. B2C
  - ☒ c. B2B
  - d. B2G
  - e. C2B
61. EDI involves the electronic exchange of business transaction documents/details such as \_\_\_\_\_.
- I. Request for Quote
  - II. Credit card information ✓
  - III. Purchase orders ✓
  - IV. Bank accounts details
- a. I, II & III only
  - b. I, II & IV only
  - ☒ c. II & III only
  - d. I & III only
  - ☒ e. III only
62. Which of the following essential e-commerce processes tracks your website behaviour to provide you with an individualized Web store experience?
- a. Search management
  - b. Access control and security
  - c. Workflow management
  - d. Collaboration and trading
  - ☒ e. Profiling and personalization
63. Using mobile computing networks to support salespeople in the field is known as \_\_\_\_\_.
- a. Mobile Sales
  - b. Mobile commerce
  - ☒ c. Sales force automation
  - d. Supply chain management
  - e. Online transaction processing

64. The technological trend(s) in telecommunication is/are
- I. A change from reliance on copper wire-based media and land-based microwave relay systems to fibre-optic lines and cellular and other wireless technologies.
  - II. A rapid change from analogue to digital network technologies.
  - III. A move towards the provision of land-based microwave relay systems.

☒ a. I & II only  
b. I & III only  
c. II & III only  
d. I only  
e. I, II & III

65. Companies may use \_\_\_\_\_ to publish information products such as product catalogues, technical drawings and newsletters on their intranets.

☒ I. Net broadcasting  
II. E-mail  
III. Facsimile  
IV. EDI

☒ a. I & II only  
b. I & III only  
c. II & III only  
d. II, III & IV only  
e. I, II, & III only

66. Which feature of the enterprise information portal of an intranet is concerned with the development and deployment of critical business applications to support business operations and managerial decision making across the internetworked enterprise?

☒ a. Business operations and management  
b. Web publishing  
c. Intranet portal management  
d. Extranet security operations  
e. Communication and collaboration

67. Which feature of the enterprise information portal of an intranet is responsible for ensuring secure universal access to view and use corporate and external data?

a. Web publishing  
☒ b. Business operations and management  
c. Intranet portal management  
d. Extranet security operations  
e. Communication and collaboration

68. An agile business/company is one that \_\_\_\_\_

- ☒ a. Has the ability to co-opt customers in the exploitation of innovative opportunities.
- b. Nurtures an online community of customers, employees and business partners.
- c. Keeps up with market trends
- d. Creates customer profiles
- e. Uses statistical control as the primary enabler for change.

69. Which of these B2C e-commerce applications has the highest business value and takes the longest time to implement?

- a. Interactive marketing
- ☒ b. B2C Portal
- c. Web Storefront & e-catalog
- d. Integrated Web Store
- e. Web brochures

70. A(n) \_\_\_\_\_ business/company is one that nurtures an online community of customers, employees and business partners, and provides top quality customer service tailored to individual needs.

- a. Agile
- b. Virtual
- ☒ c. Customer-focused
- d. Knowledge-creating
- e. Electronic

71. Which feature of the enterprise information portal of an intranet is responsible for centrally administering clients, servers and traffic?

- ☒ a. Intranet portal management
- b. Web publishing
- c. Business operations and management
- d. Extranet security operations
- e. Communication and collaboration

72. Which of these fall under the marketing business function?

- I. Compensation analysis
  - II. Sales force automation ✓
  - III. Inventory control ✓
  - IV. Customer relationship management ✓
  - V. Capital budgeting
- a. I II, & IV only
  - ☒ b. II, III & IV only
  - c. II & V only
  - d. II & IV only
  - e. IV & V only



73. Information systems for Customer Relationship Management, Sales management, and Production Management are classified under \_\_\_\_\_ systems.
- a. Manufacturing
  - ☒ b. Marketing
  - c. Human Resource Management
  - d. Finance
  - e. Accounts
74. In \_\_\_\_\_ there is collaboration with customers in creating, purchasing, servicing, and improving products and services.
- a. Order processing
  - b. Transaction processing
  - ~~c. Order processing~~
  - d. Targeted marketing
  - ☒ e. Interactive marketing
75. \_\_\_\_\_ systems are information systems used to support staffing, training and development, and compensation administration.
- a. Customer relationship management
  - b. Personnel
  - c. Enterprise resource
  - d. Pension
  - ☒ e. Human resource
76. Using the Internet for recruitment and job hunting is an example of \_\_\_\_\_ systems
- a. Customer relationship management
  - ☒ b. Online HRM
  - c. Employee self-service intranet
  - d. Workforce planning/scheduling
  - e. None of the above
77. \_\_\_\_\_ handles sales orders from customers.
- a. Accounts receivable
  - ☒ b. Sales force automation
  - c. Supply chain management
  - d. Order processing
  - e. Transaction processing
78. Which of these e-business applications is the hallmark of an internetworked supply chain of a fully e-business-enabled company?
- a. Enterprise Resource Planning
  - ☒ b. Supply Chain Management
  - c. Knowledge Management
  - d. Partner Relationship Management
  - e. Customer Relationship Management

79. Which of the following components of targeted marketing could have as a typical example, an advertisement for a product campaign on the opening page of an Internet search engine?

- a. Online behaviour
- b. Demographic
- c. Context
- ☒ d. Content
- e. Community

80. In which of the following areas can CRM systems be used to encourage cross-functional collaboration with customers?

- I. Technical support ✓
- II. Purchasing and account payable ✓
- III. Forecast and demand planning
- IV. Delivery ✓

- ☒ a. I & II only
- b. I & III only
- c. II & III only
- ☒ d. I & IV only
- e. I, III & IV only

81. A(n) \_\_\_\_\_ is likely to serve the Procurement of Resource support process of a company best.

- a. Automated inventory replenishment by supplier
- b. Product Development Extranet with Partners
- c. Collaborative Workflow Intranet
- d. Employee Benefit Intranet
- ☒ e. E-commerce Web Portal for Suppliers

82. What business function support Materials Requirements Planning and Computer-Aided Design?

- ☒ a. Manufacturing
- b. Marketing
- c. Human Resource Management
- d. Finance
- e. Accounts

83. In \_\_\_\_\_, customers are not just passive participants who receive media advertising prior to purchase, but are actively engaged in network-enabled proactive and interactive processes.

- a. Sales Force Automation
- ☒ b. Interactive marketing
- c. Targeted marketing
- d. E-business
- e. Customer Relationship Management

84. A \_\_\_\_\_ system is primarily concerned with collaboration and decision support.

- a. ERP
- b. CRM
- c. SCM
- d. PRM
- ☒ e. KM

85. Which feature of the enterprise information portal of an intranet is responsible for authoring publishing and sharing hypermedia documents?

- a. Business operations and management
- ☒ b. Web publishing
- c. Intranet portal management
- d. Extranet security operations
- e. Communication and collaboration

86. Which of these is/are examples of IT that support reengineering of the order management process?

- I. Cross-functional ERP software for integrating manufacturing, distribution, finance and human resource
- II. CRM software that helps sales, marketing and service professionals to capture and track relevant data about every past and planned contact with customers and life cycle events
- III. Customer-accessible e-commerce web site for order entry, status checking, and payment, and service.

- a. I & II only
- ☒ b. II & III only
- ☒ c. I & III only
- d. I, II & III only
- e. II only

87. Which of these B2C e-commerce applications has the lowest business value and takes the shortest time to implement?

- a. Interactive marketing
- b. B2C Portal
- ☒ c. Web Storefront & e-catalog
- d. Integrated Web Store
- e. Web brochures

88. Major causes of failure in ERP projects include \_\_\_\_\_

- I. Trying to do too much too fast in the conversion process ✓
- II. Failure to involve affected employees in the planning and development phases ✓
- III. Overreliance by company or IT management on the claims of ERP software vendors ✓
- IV. Inaccurate or overoptimistic demand forecasts ✓



- a. I & III only
- b. II & IV only
- c. III & IV only
- ☒ d. I, II & III only
- e. I, II, III & IV

89. A company can use the Internet to

- I. Create a website for interactive marketing and electronic commerce.
- II. Hold desktop videoconferences with their partners.
- III. Create Intranet links with its employees in remote offices for interactive communication, collaboration and computing.

- a. I & II only
- b. II & III only
- c. I & III only
- d. II only
- ☒ e. I, II & III

90. \_\_\_\_\_ differs from electronic mail in that it transmits an actual structured transaction with distinct fields such as transaction date, transaction amount and recipients' name, as opposed to an unstructured text message such as a letter.

- a. Facsimile
- b. Text messaging
- c. Data conferencing
- ☒ d. Electronic Data Interchange
- e. Electronic Data Transfer

91. \_\_\_\_\_ provides vital cross-functional information on business performance quickly to managers to significantly improve the ability to make better decisions in a timely manner across the entire business enterprise.

- ☒ a. Enterprise Resource Planning
- b. Supply Chain Management
- ☒ c. Knowledge Management
- d. Partner Relationship Management
- e. Customer Relationship Management

92. \_\_\_\_\_ software routes calls to customer support agents based on their skill and authority to handle specific kinds of service requests.

- a. Help desk
- b. Web-based self service
- ☒ c. Call center
- d. Customer service
- e. E-mail

93. \_\_\_\_\_ systems are installed as a conceptual framework and catalyst for reengineering their business processes.

- ☒ a. Enterprise Resource Planning
- b. Supply Chain Management
- c. Knowledge Management
- d. Partner Relationship Management
- e. Customer Relationship Management

94. Business functions are to functional mainframe-based legacy systems as \_\_\_\_\_ are to integrated cross-functional client/server applications.

- a. Business enterprises
- ☒ b. Business processes
- c. Business applications
- d. Business operations
- e. Business management

95. Which CRM software module provides tools that may be used to identify profitable and loyal customers and direct and evaluate a company's targeted marketing and relationship marketing programs toward them?

- a. Customer Service and Support
- b. Contact and account management
- c. Sales
- ☒ d. Marketing and Fulfilment
- ☒ e. Retention and loyalty programs

96. \_\_\_\_\_ applications focus on providing a firm's employees with tools that support group collaboration and decision support.

- a. Enterprise Resource Planning
- b. Supply Chain Management
- ☒ c. Knowledge Management
- d. Partner Relationship Management
- ☒ e. Customer Relationship Management

97. Which enterprise cross-function application track business resources and the status of commitments made by the business no matter which department has entered the data into the system?

- a. Customer Relationship Management
- b. Partner Relationship Management
- c. Supply Chain Management
- d. Knowledge Management
- ☒ e. Enterprise Resource Planning

Which of these is/are typical characteristics of a Business Process Reengineering compared to business improvement?

- I. The primary enabler is statistical control
- II. The horizon is the future ✓
- III. Participation is top-down ✓
- IV. Typical scope is within functions

- a. I & II only
- ☒ b. II & III only
- c. I, II & III only
- d. II, III & IV only
- e. I, III & IV only

99. Which of these may be considered part of electronic commerce?

- i. Use of web pages of Work-in-Progress information to collaborate on business projects
- ii. Use of Internet web sites for online sales ✓
- iii. Use of corporate intranets by sales reps to access customer's records for CRM

- a. I & II only
- ☒ b. II & III only
- c. I & III only
- d. I, II & III
- e. I only

100. Some of the major reason(s) for forming virtual companies is/are to

- i. Share infrastructure and risk with suppliers ✓
- ii. Link contemporary core competencies ✓
- iii. Increase facilities and market coverage ✓
- iv. Migrate from selling products to selling services

- a. I & II only
- b. II & III only
- c. I, II & III only
- ☒ d. I, III & IV only
- e. II, III & IV only

101. Which of these is an example of the use of the differentiation competitive strategy?

- a. Creating new products and services that include IT components.
- b. Using IT to diversify and integrate into other products and services.
- c. Using IT to manage regional and global business expansion.
- d. Using IT to substantially reduce the cost of business processes. ✓
- ☒ e. Using IT to help develop unique new markets or niches. ✓



102. When information Technology is used to \_\_\_\_\_, then it is being used for strategic advantage.

- I. create a virtual organization
- II. become a customer focused business
- III. improve a company's agility
- IV. improve efficiency of everyday operations

- a. II only
- b. II & III only
- c. III & IV only
- d. I, II & III only
- e. II, III & IV only

103. An online Point-of-Sale system is a Strategic Information Systems that can be used as part the \_\_\_\_\_ business process of a company?

- a. Inbound logistics
- b. Operations
- c. Marketing and sales
- d. Outbound Logistics
- e. Customer Support

104. Which of these Strategic Information Systems can be used as part of the Operations business process of a company?

- I. Customer Relationship Management System
- II. Order Processing System
- III. Computer-aided Flexible Manufacturing system
- IV. Computer-aided design system

- a. I & II only
- b. I & IV only
- c. II & IV only
- d. III & IV only
- e. II, III & IV only

105. A(n) \_\_\_\_\_ is likely to serve the Procurement of Resource support process of a company best.

- a. Automated inventory replenishment by supplier
- b. Product Development Extranet with Partners
- c. Collaborative Workflow Intranet
- d. Employee Benefit Intranet
- e. E-commerce Web Portal for Suppliers

- Which of these is an example of the use of the innovation competitive strategy?
- a. Using IT to substantially reduce the cost of business processes.
  - b. Using IT to diversify and integrate into other products and services.
  - c. Using IT to manage regional and global business expansion.
  - ☒ d. Creating new products and services that include IT components.
  - e. Using IT to help develop unique new markets or niches.

107. A customer-focused business is one that
- I. Provides lowest prices for goods and services
  - II. Combines a strategy of promoting business innovation with a strategy of making major improvements to business processes
  - III. Nurtures an online community of customers, employees, and business partners
  - IV. Provides top quality customer service tailored to individual needs
- a. I & II only
  - b. II & III only
  - c. I, II & III only
  - d. II, III & IV only
  - ☒ e. III & IV only

108. At the "Enhance" stage of the Customer Life Cycle, \_\_\_\_\_ can be used most effectively.
- a. Customer Support
  - b. Sales Force Automation
  - c. Proactive service
  - d. Direct marketing
  - ☒ e. Cross-sell and Up-sell

109. Teleconferencing that includes the ability of two or more users at distinct locations to work on the same document or data simultaneously is called \_\_\_\_\_.
- a. Digital collaboration
  - ☒ b. Data conferencing
  - c. Video conferencing
  - d. Voice conferencing
  - e. Electronic meeting

110. Electronic Communication tools include \_\_\_\_\_.
- I. Faxing
  - II. Paging
  - III. Chat systems
  - IV. Voice mail
- a. I & II only
  - b. II & III only
  - c. III & IV only
  - d. I, II & III only
  - ☒ e. I, II, III & IV

SECTION B

Answer Only ONE Question In This Section

15 Marks

1. (a) How does an e-commerce website develop user profiles and what is it used for?  
[9 Marks]
- (b) Custom Relationship Management software is made up of a number of application components. Briefly describe any two (2) major application components of this software.  
[6 marks]
2. (a) After developing a website and ensuring that it is serving your customers efficiently, how would you ensure that your website is managed well?  
[9 marks]
- (b) Different companies will need to follow different paths in deciding how closely – or loosely – to integrate their Internet initiatives with their traditional operations. Highlight the benefits and trade-offs that go with the two extreme “click and brick” alternatives.  
[6 marks]

5531