

KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY,
KUMASI

COLLEGE OF SCIENCE

DEPARTMENT OF COMPUTER SCIENCE

BSc (Comp.Sc.) Mid-Semester Examination, March 2013

CSM482 INFORMATION SYSTEMS II

Attempt ALL questions

Time Allowed : 45mins.

1. Which of these Strategic Information Systems can be used as part of the Inbound Logistics business process of a company?
 - I. Online Point-of-Sale system
 - II. Order Processing System
 - III. Automate Just-in-time Warehousing
 - IV. Supply chain Management System
 - a. I, II & III only
 - b. II, III & IV only
 - c. I, III & IV only
 - d. II only
 - ☒ e. III only
2. 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. E-commerce Web Portal for Suppliers
 - e. Employee Benefit Intranet
3. Which of these is an example of the use of the differentiation 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.

4. In using IT to gain competitive advantage, one could _____ that would discourage or delay other companies from entering a market.
- a. leverage investment in IT
 - b. build switching costs
 - c. lock in customers and suppliers
 - ☒ d. erect barriers to entry
 - e. develop alliances
5. Which of these are ways of using IT for strategic advantage?
- I. Using IT to improve organizational decision making.
 - II. Using IT to improve efficiency of everyday operations
 - III. Using IT to improve a company's agility
 - IV. Using IT to create a virtual organization
- a. I & II only
 - b. II & III only
 - ☒ c. III & IV only
 - d. I, II & III only
 - e. I, III & IV only
6. Which of these is/are typical characteristics of a Business Process Reengineering compared to Business Improvement?
- I. The primary enabler is Information Technology
 - II. The frequency of change is continuous
 - III. Typical scope is narrow and within functions
 - IV. Participation is top-down
- a. I & II only
 - b. II & III only
 - c. III & IV only
 - ☒ d. I & IV only
 - e. I, II & IV only
7. _____ software is fundamental to business process reengineering.
- a. SCM
 - b. PRM
 - c. CRM
 - d. EAI
 - ☒ e. ERP
8. _____ aims at acquiring and retaining partners who can enhance the selling and distribution of a firm's products and services.
- a. CRM
 - b. ERP
 - c. SCM
 - d. KM
 - ☒ e. PRM

9. In the value chain conceptual framework, the following processes are primary processes?
- I. Human Resource Management
 - II. Procurement of resources
 - III. Customer Service
 - IV. Marketing and Sales
- a. I and II only
 - b. II and III only
 - c. III and IV only
 - d. II and IV only
 - e. III only
10. Which of the following targeting 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
11. Computer Integrated Manufacturing is an overall concept that stresses that the objectives of computer-based systems in manufacturing must be to:
- I. Automate
 - II. Integrate
 - III. Computerize
 - IV. Simplify
- a. I, II & III
 - b. II, III & IV
 - c. III, IV & I
 - d. IV, I & II
 - e. III & II
12. Using mobile computing networks to support salespeople in the field is known as _____.
- a. Mobile commerce
 - b. Supply chain management
 - c. Online transaction processing
 - d. Order processing
 - e. Sales force automation
13. _____ can provide(s) Internet-like access to a company's operational databases and legacy systems by its customers and suppliers.
- a. Extranets
 - b. Intranets
 - c. Local Area Networks
 - d. Wide Area Networks
 - e. Internet

14. 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 fiber-optic lines and cellular and other wireless technologies.
 - II. A rapid change from analog to digital network technologies.
 - III. A move from open systems to closed systems that provide a high degree of network interoperability.

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

15. Intranets provide an enterprise information portal that supports

- I. Web publishing
- II. Communication and collaboration
- III. Business operations and management
- IV. Extranet security operations

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

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

17. The work of the Intranet Protocol Management applications of a company's enterprise information portal include

- I. Authoring and sharing hypermedia documents
- II. Providing a secure and universal access to view and use corporate and external data
- III. Centrally administering clients, servers and traffic

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

18. A customer focused business is one that

- I. Keeps up with market trends
- II. Provides top quality customer service tailored to individual needs
- III. Nurtures an online community of customers, employees and business partners.
- IV. Creates customer profiles

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

19. A business that has the ability to co-opt customers in the exploitation of innovative opportunities while offering its customers individualized solutions to their needs in known as a(n) _____.

- a. virtual company
- ☒ b. customer focused company
- ☒ c. agile company
- d. knowledge creating company
- e. B2B e-commerce company

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

- I. Online Point-of-Sale system
- II. Customer Relationship Management System
- III. Computer-aided Flexible Manufacturing system
- IV. Order Processing System

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

21. A _____ system is primarily concerned with collaboration and decision support.

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

22. _____ are Information Systems with common hardware, software, and network standards that provide easy access for end users and their networked computer systems.

- ☒ a. Open systems
- b. Network operating systems
- c. Interoperable systems
- d. Network management systems
- e. Legacy systems

23. 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 _____.
- Open systems software
 - ☒ Middleware software
 - Database management software
 - Enterprise collaboration systems
 - Enterprise application integration software
24. Which of these fall under the marketing business function?
- Compensation analysis
 - Sales force automation
 - Inventory control
 - Capital budgeting
 - Customer relationship management
- I, II, & IV only
 - II, III & IV only
 - ☒ II & V only
 - I & V only
 - IV & V only
25. Information systems for Customer Relationship Management, Sales management, and Production Management are classified under _____ systems.
- Manufacturing
 - ☒ Marketing
 - Human Resource Management
 - Finance
 - Accounts
26. In _____ there is collaboration with customers in creating, purchasing, servicing, and improving products and services.
- Order processing
 - Transaction processing
 - Order processing
 - ☒ Targeted marketing
 - ☒ Interactive marketing
27. _____ uses computers to operate for example, a petroleum refinery.
- Inventory control
 - Machine control
 - ☒ Process control
 - Computer aided manufacturing
 - Manufacturing execution systems
28. _____ is using computers to help operate machine tools.
- Computer-aided manufacturing
 - Manufacturing execution systems
 - ☒ Machine control
 - Computer-aided design
 - Robotics control

29. _____ 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
30. 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
31. _____ handles sales orders from customers.
- a. Accounts receivable
 - b. Sales force automation
 - c. Supply chain management
 - ☒ d. Order processing
 - e. Transaction processing
32. _____ keeps track of amounts owed by customers.
- ☒ a. Accounts receivable
 - b. Credit management
 - c. General ledger
 - d. Customer sales control
 - e. Accounts payable
33. When advertising and promotion methods are customized to fit their intended audience, this is known as _____.
- ☒ a. Interactive marketing
 - b. Targeted marketing
 - c. Direct marketing
 - d. Computer integrated marketing
 - e. Automated marketing
34. Systems that immediately capture and process transaction data and update corporate database are known as _____.
- a. Online batch processing
 - ☒ b. Real-time processing systems
 - c. Online transaction processing systems
 - d. Online accounting systems
 - e. Enterprise resource planning systems
35. 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.

40. _____ is a competitive strategy for developing new market niches for specialized products or services where a business can compete in the target area better than its competitors.
- ☒ a. Product differentiation
 - b. Innovation strategy
 - c. Switching Cost strategy
 - d. Competitive forces strategy
 - e. Value chain strategy
41. Cost leadership, differentiation of products and new product innovation are examples of _____.
- a. Product differentiation
 - ☒ b. Competitive strategies
 - c. Switching Cost strategies
 - d. Strategic uses of IT.
 - e. Value chain strategies
42. If a company uses IT to substantially reduce the cost of business processes, that company is using the _____ basic competitive strategy.
- a. differentiation
 - b. Innovation
 - ☒ c. Cost leadership
 - d. Competitive forces
 - e. Alliance development
43. If a company uses IT to create virtual organizations of business partners, that company is using the _____ basic competitive strategy.
- a. differentiation
 - b. Innovation
 - c. Cost leadership
 - d. Competitive forces
 - ☒ e. Alliance development
44. 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 Cross-functional
- a. I & II only
 - b. II & III only
 - c. I, II & III only
 - ☒ d. II, III & IV only
 - e. I, III & IV only
45. Some of the major reason(s) for forming virtual companies is/are to
- ☒ I. Link contemporary core competencies
 - II. Increase facilities and market coverage
 - III. Migrate from selling products to selling services
 - ☒ IV. Share infrastructure and risk with suppliers

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

46. A(n) _____ company can make a profit in markets with broad product ranges and short model lifetimes, and can produce orders individually and in arbitrary lot sizes.

- a. virtual
- b. interorganizational
- ☒ c. agile
- d. knowledge creating
- e. customer-focused

47. The basic business strategies of Virtual companies include _____.

- I. Mitigating from selling solutions to selling products
- II. Increasing the concept-to-cash time through decentralization
- III. Sharing infrastructure and risk with alliance partners

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

48. _____ systems facilitate organizational learning and knowledge creation, and provide rapid feedback to knowledge workers that encourage behavior changes by employees, and significantly improve business performance.

- a. Interorganizational
- b. Management level
- c. Customer relationship management
- ☒ d. Knowledge management
- e. Knowledge level

49. Electronic data interchange (EDI) is the direct computer-to-computer exchange between two organizations of standard business transaction documents such as

- I. invoices
- II. bills of lading
- III. purchase orders

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

50. _____ is a term that has been coined to describe a customer-focused marketing process that is based on using the Internet, intranets, and extranets to establish two-way transactions between a business and its customers or potential customers.

- ☒ a. Interactive marketing
- b. Targeted marketing
- c. Direct marketing
- d. Computer integrated marketing
- e. Automated marketing

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CSM482 INFORMATION SYSTEMS II

There are TWO Sections. Section A and Section B

Time Allowed : 50 mins.

½ Mark Each

Attempt ALL questions in both Sections

SECTION A

1. Some of the major reason(s) for forming virtual companies is/are to
 - I. Link contemporary core competencies
 - II. Increase facilities and market coverage
 - III. Migrate from selling products to selling services
 - IV. Share infrastructure and risk with suppliers
 - a. I & II only
 - ☒ b. II & III only
 - c. I, II & III only
 - d. I, III & IV only
 - e. II, III & IV only
2. Which of these Strategic Information Systems can be used as part of the Outbound Logistics business process of a company?
 - I. Online Point-of-Sale system
 - II. Customer Relationship Management System
 - III. Computer-aided Flexible Manufacturing system
 - IV. Order Processing System
 - a. I, II & III only
 - b. II, III & IV only
 - c. I, III & IV only
 - ☒ d. I & IV only
 - e. II & IV only
3. Which of these is considered as "The Business network"?
 - a. ERP
 - b. CRM
 - ☒ c. SCM
 - d. KM
 - e. PRM

4. Which of these are ways of using IT for strategic advantage?
- Using IT to improve organizational decision making.
 - Using IT to improve efficiency of everyday operations
 - Using IT to improve a company's agility
 - Using IT to create a virtual organization

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

5. _____ software is fundamental to business process reengineering.

a. SCM
b. PRM
c. CRM
d. EAI
e. ERP

6. In the value chain conceptual framework, the following processes are primary processes?

I. Human Resource Management
II. Procurement of resources
III. Customer Service
IV. Marketing and Sales

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b. II and III only
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d. II and IV only
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7. The technological trend(s) in telecommunication is/are
- A change from reliance on copper wire-based media and land-based microwave relay systems to fiber-optic lines and cellular and other wireless technologies.
 - A rapid change from analog to digital network technologies.
 - A move from open systems to closed systems that provide a high degree of network interoperability.

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

8. Intranets provide an enterprise information portal that supports

I. Web publishing
II. Communication and collaboration
III. Business operations and management
IV. Extranet security operations

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

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

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

10. The work of the Intranet Protocol Management applications of a company's enterprise information portal include

- I. Authoring and sharing hypermedia documents
- II. Providing a secure and universal access to view and use corporate and external data
- III. Centrally administering clients, servers and traffic

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

11. 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 narrow and 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

12. _____ uses mobile computing networks to support salespeople in the field.

- a. Targeted marketing
- b. Interactive marketing
- c. Sales force automation
- d. Real-time processing
- e. Cross-functional enterprise systems

13. At the "Acquire" 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

14. Functional SCM processes that support the Supply Chain Life Cycle include
- I. Transportation and Shipment management
 - II. Distribution network and warehouse operations
 - III. Forecasting and Demand Planning
- a. I & II only
 - b. II & III only
 - c. I & III only
 - d. I only
 - e. ☒ I, II & III
15. The following are back-office ERP applications
- I. Sales Order Entry
 - II. Finance
 - III. Manufacturing
 - IV. Distribution
- a. I & III only
 - b. II & III only
 - c. III & IV only
 - d. ☒ II, III & IV only
 - e. ☒ I, III & IV only
16. _____ software can integrate a variety of enterprise clusters by letting them exchange data according to rules derived from the business process models developed by users.
- a. KM
 - b. ERP
 - c. ☒ EAI
 - d. Workflow Management
 - e. Event Notification
17. _____ provide(s) Internet-like access to a company's operational databases and legacy systems by its customers and suppliers.
- a. ☒ Extranets
 - b. Intranets
 - c. Local Area Networks
 - d. Wide Area Networks
 - e. Internet
18. Large customers of a company may use _____ access to the company's inventory databases as part of an electronic commerce system.
- a. intranet
 - b. ☒ Internet
 - c. ☒ extranet
 - d. EDI
 - e. Network security firewall

19. 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
20. The work of the Business Operations and Management applications include
- I. Authoring and sharing hypermedia documents
 - II. Providing a secure and universal access to view and use corporate and external data
 - III. Centrally administering clients, servers and traffic
- a. I & II only
 - b. II & III only
 - c. I & III only
 - ☒ d. II only
 - e. III only
21. Sales reps of a company are likely to use _____ to access customer records for customer relationship management.
- ☒ a. a corporate intranet
 - ☒ b. the Internet
 - c. an extranet link
 - d. EDI
 - e. customer service websites
22. In using IT to gain competitive advantage, one could _____ that would discourage or delay other companies from entering a market.
- a. leverage investment in IT
 - b. build switching costs
 - c. lock in customers and suppliers
 - ☒ d. erect barriers to entry
 - e. develop alliances
23. A _____ system is primarily concerned with collaboration and decision support.
- a. ERP
 - b. CRM
 - c. SCM
 - d. PRM
 - ☒ e. KM
24. Major customers of a company are likely to use _____ to access customer records for customer relationship management.
- ☒ a. an extranet link
 - b. the Internet
 - c. a corporate intranet
 - d. EDI
 - e. customer service websites

25. A customer focused business is one that
- I. Has the ability to co-opt customers in the exploitation of innovative opportunities
 - II. Provides top quality customer service tailored to individual needs
 - III. Provides lowest prices for goods and services
 - IV. Keeps up with market trends

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

26. 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

27. In the value chain conceptual framework, the following processes are primary processes?

- I. Human Resource Management
- II. Procurement of resources
- III. Customer Service
- IV. Marketing and Sales

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

28. Which component of the CRM software helps sales, marketing, and service professionals capture and track relevant data about every past and planned contact with prospects and customers?

- a. Retention and loyalty programs
- b. Customer Service and Support
- c. Sales
- ☒ d. Contact and Account Management
- e. Marketing and Fulfillment

29. The ERP software suit will typically support

- I. Capacity planning
- II. Sales analysis
- III. Personnel requirement
- IV. Marketing and Fulfillment

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

_____ 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

31. _____ is a business network of suppliers, distributors, partners, customers and others.

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

32. _____ 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

33. _____ models are used to describe the interaction of external influences, especially threats and opportunities that affect an organization's strategy and ability to compete.

- a. Value chain
- ☒ b. Competitive forces
- c. Supply chain
- d. Product differentiation
- e. Focused differentiation

34. _____ 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

35. 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
36. _____ 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
37. 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. Enterprise Resource Planning
 - b. Supply Chain Management
 - c. Knowledge Management
 - d. Partner Relationship Management
 - e. Customer Relationship Management
38. An Intranet is protected by security measures such as
- I. Encryption
 - II. Firewalls
 - III. Physical security
 - IV. Passwords
- a. I, II & III only
 - b. II, III & IV only
 - ☒ c. I, II & IV only
 - d. I & II only
 - e. II only
39. Customer touchpoints for CRM systems of a company include the following
- I. e-mail
 - II. The company's telephone
 - III. Kiosks
 - IV. Personal contact
- a. I & II only
 - b. II & III only
 - c. I, II & III only
 - ☒ d. I, III & IV only
 - e. I, II, III & IV

40. 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
41. If a company uses IT to substantially reduce the cost of business processes, that company is using the _____ competitive strategy.
- a. differentiation
 - b. Innovation
 - ☒ c. Cost leadership
 - d. Competitive forces
 - e. Alliance development
42. 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. EDI
 - IV. Hypermedia Web pages
- a. I & II only
 - b. I & III only
 - c. II & III only
 - d. II, III & IV only
 - ☒ e. I, II, & IV only
43. _____ systems are information systems that cross the boundaries of the functional areas of a business in order to integrate and automate business processes.
- a. Enterprise application integration
 - b. Functional business
 - c. Cross-functional enterprise
 - d. Cross-boundary functional
 - e. Enterprise resource planning
44. _____ 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

45. _____ are "smart" programs that can carry out specific, repetitive, and predictable tasks for an individual user, business process, or software application.
- a. Macros
 - ☒ b. Intelligent agents
 - c. Micros
 - d. Subprograms
 - e. None of the above

46. 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

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

48. Using the Internet and extranet to transmit customer orders from travelling salespeople to a corporate data centre for order processing and inventory control is an example of overcoming
- a. time barriers
 - b. cost barriers
 - c. structural barriers
 - ☒ d. geographic barriers

49. Which of these is/are typical characteristics of a Business Process Reengineering compared to Business Improvement?
- I. The risk is moderate
 - II. The horizon is the future
 - III. Participation is top-down
 - IV. Path to execution is cultural and/or structural
- a. I & II only
 - b. II & III only
 - ☒ c. I, II & III only
 - ☒ d. II, III & IV only
 - e. I, III & IV only

50. Which of these may be considered part of electronic commerce?
- I. Use of Internet web sites for online sales
 - II. Use of corporate intranets by sales reps to access customer's records for CRM
 - III. Use of web pages of Work-in-Progress information to collaborate on business projects
- a. I & II only
 - b. II & III only
 - c. I & III only
 - d. I, II & III
 - ☒ e. I only

SECTION B

1. State TWO (2) functions that Customer Relationship Management software provides for Customer Service and Support [2 Marks]

2. State any THREE (3) benefits that ERP software brings to organizations. [3 Marks]