# KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHOLOGY, KUMASI

#### COLLEGE OF SCIENCE

### DEPARTMENT OF COMPUTER SCIENCE

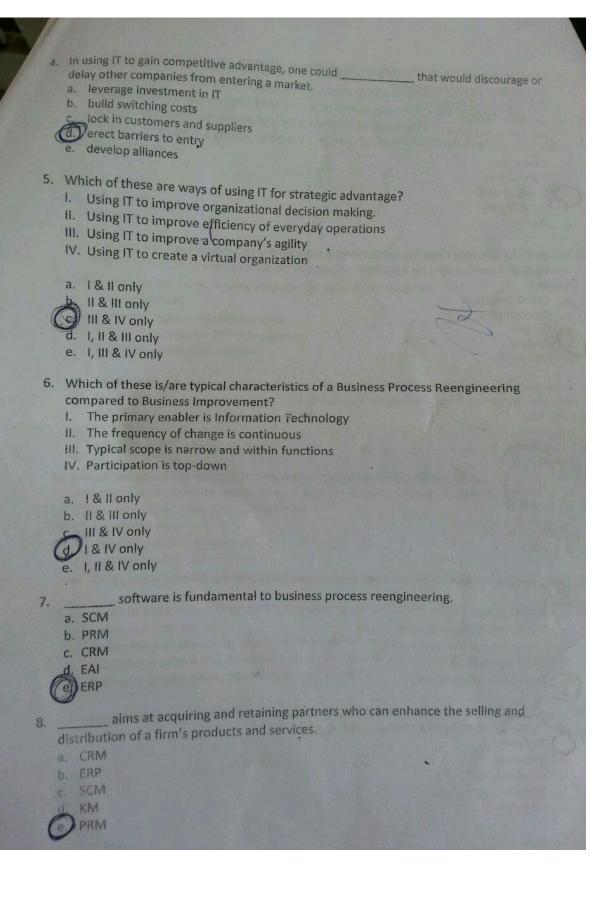
BSc (Comp.Sc.) Mid-Semester Examination, March 2013

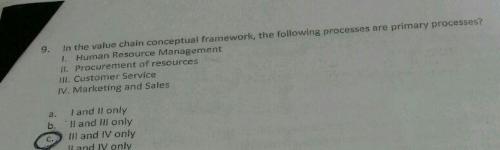
### CSM482 INFORMATION SYSTEMS II

Attempt ALL questions

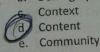
Time Allowed: 45mins.

- 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. 1, 11 & 111 only
  - b. II, III & IV only
  - c. I, III & IV only
  - d. II only
- ( Ill 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.
  - Using IT to help develop unique new markets or niches.

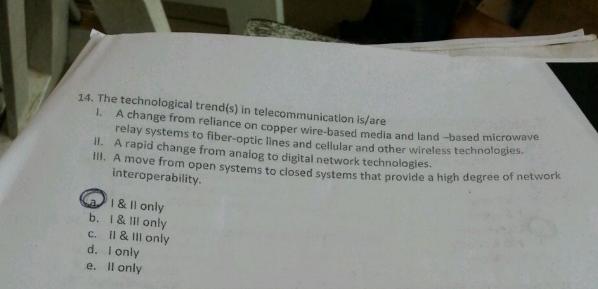




- II and IV only III only
- 10. Which of the following targeting components of targeted marketing could have as a typical example, an advertisement for a product campaign on the opening page of an Internet search engine?
  - a. Online behaviour
  - b. Demographic

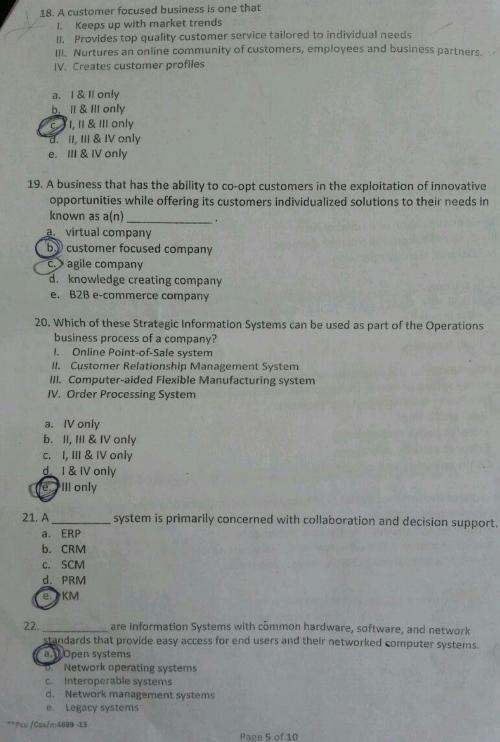


- 11. Computer Integrated Manufacturing is an overall concept that stresses that the objectives of computer-based systems in manufacturing must be to:
  - I. Automate
  - II. Integrate
  - III. Computerize
  - IV. Simplify
    - a. 1, 11 & 111
    - b. 11, 111 & IV
  - 111,1181
  - IV, 1&11 111 & 11
- 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
  - can provide(s) Internet-like access to a company's operational databases and legacy systems by its customers and suppliers.
  - Extranets
    - Intranets
    - Local Area Networks
    - Wide Area Networks
    - Internet



- 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. 1& II only
  - b. 1& III only
- c. 11 & III only
- III & IV only 1, 11, & 111 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
    - 1. 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. 1& Honly
    - b. II & III only
    - c. 1 & 111 only





23 To enable the many different	
23 To enable the many different applications of end users to be varieties of computers, software packages, and databases pro a. Open systems soft one may have to use	accomplished using the different
interconnected networks, one may have to use  a. Open systems software	ovided by a variety of
a. Open systems software	
- Mulieware coffin	
c. Database management software d. Enterprise collaboration	
d. Enterprise collaboration systems e. Enterprise appliest	
application integration software	
24. Which of these fall	
I. Compensation analysis	
". Sales Torce automation	
III. Inventory control	
IV. Capital budgeting	
V. Customer relationship management	
a. III, & IV only	
b. II, III & IV only	
C. II & V only	
d. 1 & V only	
e. IV & V only	
25. Information systems for Customer Relationship Manageme	ent, Sales management, and
Production Management are classified under	systems.
a Manufacturing	X .
Marketing	
c. Human Resource Management	
d. Finance	
e. Accounts	
e. Accounts	
26. In there is collaboration with customers in	creating, purchasing, servicing, and
improving products and services.	3, 1
a. Order processing	
b. Transaction processing	
c. Order processing	
Targeted marketing	
e. Interactive marketing	
e. Interactive marketing	
27. uses computers to operate for example, a p	etroleum refinery
Lucatany control	ecroicum reimery.
a a translation	
d. Computer aided manufacturing	
d. Computer alided manufacturing	
e. Manufacturing execution systems	
is using computers to help operate machine t	rools
a sided manufacturing	
b. Manufacturing execution systems	
b. Manufacturing execution systems	
Machine control	
d. Computer-aided design	
e. Robotics control	

	systems are information systems used to support staffing, training	
ALC: N	development, and compensation administration.  a. Customer relationship management	
	b. Personnel	
	c. Enterprise resource d. Pension	
R	(e.) Human resource	
- C	Using the Internet for recruitment and job hunting is an example of	.systems
30. i	a. Customer relationship management	
(b)	Online HRM	
c.	Employee self-service intranet	
	Morkforce planning/scheduling	
e.	. None of the above	
31	handles sales orders from customers.	
a.		
b.	Sales force automation	
C	Supply chain management	
(d)	Order processing	
e.	Transaction processing	
		Michigan Market All St.
32.	keeps track of amounts owed by customers.	
18	Accounts receivable	
6	Credit management	
C.	General ledger	
d.	Customer sales control	
e.	Accounts payable	
		ed audience, this is
	nen advertising and promotion methods are customized to fit their intend	
	own as	
	Interactive marketing	
(b.) T	Targeted marketing	
	Direct marketing	
d C	Computer integrated marketing	
u. c	Automated marketing	
4 Syste	tems that immediately capture and process transaction data and update	e corporate database
	known as	
	Online batch processing	
1	Real-time processing systems	
0	C. U to reaction processing systems	
C. (	Online transaction processing systems	
d. (	Online accounting systems	
e.	Enterprise resource planning systems	
05 A 20	company can use the Internet to	
33. ACC	Create a website for interactive marketing and electronic commerce.	
100	to the late of the formace with their partners	
11.	. Create Intranet links with its employees in remote offices for interactive	e communication,
III.	. Create intranet links with its employees in terrote offices of meta-	
	collaboration and computing.	

	is a competitive strategy for developing new market niches for specialized products
	as convices where a business can compete in the
	Product differentiation b. Innovation strategy
	switching Cost strategy
111	d. Competitive forces strategy e. Value chain strategy
	41. Cost leadership, differentiation of products and new product innovation are examples of
	Product differentiation Competitive strategies
	c. Switching Cost strategies
//	d. Strategic uses of IT.
	e. Value chain strategies
1000	42. If a company uses IT to substantially reduce the cost of business processes, that company is
10000	using the basic competitive strategy.
	a. differentiation
	b Innovation
	c. Cost leadership d. Competitive forces
A	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
	©. Alliance development
-4	4. Which of these is/are typical characteristics of a Business Process Reengineering
	compared to Business Improvement?
	1. 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
	, II & III only
	(d.) II, III & IV only
	e. I, III & IV only
4	5. Some of the major reason(s) for forming virtual companies is/are to
	Link contemporary core competencies
	II. Increase facilities and market coverage
	from author products to colling corvices
	III. Migrate from sening products to sening services  IV. Share infrastructure and risk with suppliers
	os/m4889-13 Page 9 of 10

		The second second
A SECOND		
		AND THE RESERVE
All the Artists and Artists and		
	Harris Marie Comment	
A Comment		
0. II & III only		
c. 1, II & III only d. 1, III & IV only		
e. II, III & IV only		
46, A(n)		
model lifetimes, and o	mpany can make a profit in markets with bro- can produce orders individually and in arbitra	ad product ranges and short
interorganizationa	al and the state of the state o	ny lot sizes.
c. Dagile o. knowledge creatin		
e. customer-focused	g	
47. The basic business strai	tegies of Virtual companies include	
i. Wildgating from sell	ing solutions to selling products	
iii. Snaring intrastructu	ept-to-cash time through decentralization re and risk with alliance partners	
a. 1 & II only b. II & III only		
c. I & III only		-2
d. I only		
48. syste		
provide rapid feedback to	ems facilitate organizational learning and knowledge workers that encourage be	d knowledge creation, and
	business performance.	navior changes by employees,
a. Interorganizational b. Management level		
Customer relationship	management	
Knowledge manageme e. Knowledge level	ent	
49. Electronic data intercha	nge (EDI) is the direct computer-to-co	mputer exchange between
two organizations of sta	andard business transaction documen	ts such as
II. bills of lading		
III. purchase orders		
a.   &    only b.    &     only		
C 1 & III only		
(d.) 1, 11 & 111 e.   I only		
50 is a term t	hat has been coined to describe a custom	Spirit Spirit
process that is based on u	sing the Internet, intranets, and extranets	to establish two way
transactions between a bu	usiness and its customers or potential cust	comers.
6. Targeted marketing		
c. Direct marketing d. Computer integrated m	narkating	
e. Automated marketing	rancurig	
**Pcu /Cos/m4889 -13	Page 10 of 10	K. A. PABSI
	1000	

### KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHOLOGY, KUMASI

## DEPARTMENT OF COMPUTER SCIENCE

Bsc (Comp.Sc.) Mid-Semester Examination, March 2015

## CSM482 INFORMATION SYSTEMS II

There are TIME	
- are IWO	Sections. Section A and Section B

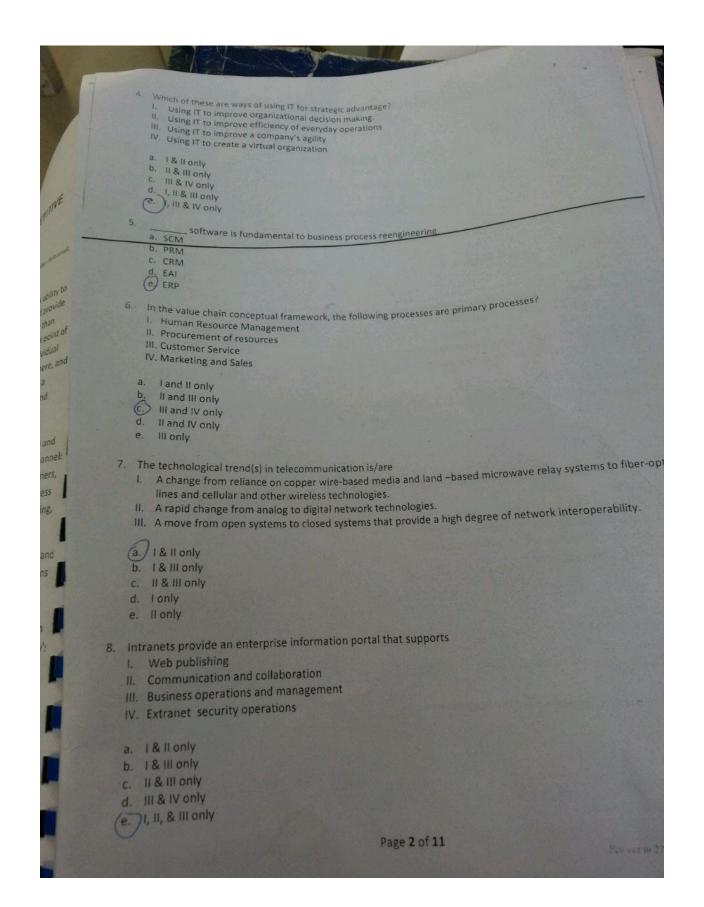
Attempt ALL questions in both Sections

Time Allowed: 50 mins.

1/2 Mark Each

### 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. 1& Il only
  - (6.) II & III only
  - c. 1, 11 & 111 only
  - d. I, 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. 1, 11 & 111 only
  - b. II, III & IV only
  - c. 1, 111 & IV only
  - (d.) 1 & IV only
  - e. II & IV only
- 3. Which of these is considered as "The Business network"?
  - a. ERP
  - b. CRM
  - SCM
  - d. KM
  - e. PRM



Which feature of the enterprise access to view and use corporations and must be also be accessed by the publishing intranet portal managemed. Extranet security operations, communication and collar the work of the Intranet Protinclude  Authoring and sharing hy providing a secure and unit. Centrally administering of	nanagement ent ons boration tocol Management application			ortal	
b. Web publishing Intranet portal manageme Extranet security operation. Communication and collar The work of the Intranet Protinclude I. Authoring and sharing hy II. Providing	nanagement ent ons boration tocol Management application			ortal	
b. Web publishing Intranet portal manageme Extranet security operation. Communication and collar The work of the Intranet Protinclude I. Authoring and sharing hy II. Providing	nanagement ent ons boration tocol Management application			ortal	
Intranet portal manageme Extranet security operation Communication and colla The work of the Intranet Protinclude I. Authoring and sharing hy II. Providing	ent ons boration rocol Management applicatio	-0.1	-formation po	ortal	
c. Extranet security operation and collar Communication and collar The work of the Intranet Protinclude  I. Authoring and sharing by II. Providing	ons boration locol Management applicatio	/5	-formation po	ortal	
The work of the Intranet Protinclude  I. Authoring and sharing hy II. Providing	ons boration locol Management applicatio	-01/5	-formation po	Ol real	
II. Providing and sharing hy	ocol Management applicatio	-015			
II. Providing and sharing hy	tocol Management applicatio		enterprise into		
II. Providing and sharing hy		ns of a company			
III. Centrally administering of	margadia dagumente		-uternal data		
Centrally administering of	niversal access to view and u	use corporate and	extern		
	clients, servers and traffic				
a. 1& II only					
D. II & III only					
C. 1& III only					
d. II only				einess	
e. III only			compared to B	USILLE	
Which of the	c - p. cin	ass Process Reen	gineering co.		
Which of these is/are typic Improvement?	al characteristics of a busing				
the primary chable	er is statistical control				
II. The horizon is the f					
III. Participation is top					
IV. Typical scope is na	rrow and within functions				
a. 1 & II only					
(B) 11 & 111 only					
c. 1, 1! & 111 only					
d. II, III & IV only					
e. I, III & IV only			neonle in the field.		
ares mo	bile computing networks	to support sales	Specifi-		
uses inc					
a. Targeted marketing					
b. Interactive marketing	15				
Sales force automat	tion				
- coccin	10				
d. Real-time procession e. Cross-functional en	terprise systems		can be used most effe	ectively.	
e. Cross-functional s.			can be used most elle		
At the "Acquire" stage	-f the Customer Life Cy	cle,			
At the "Acquire" stage	Of the Co				
a. Customer seri	ation				
b. Sales Force Autom					
proactive service					
- marketing					
d. Direct marketing	sell				
e. Cross-sell and Up-					

	14. Funes
	I. Transitional SCM processes than
	14. Functional SCM processes that support the Supply Chain Life Cycle Include  1. Transportation and Shipment management UII. Distribution network and warehouse.  11. Forecasting and 0.
	II. Distribution network and Shipment management III. Forecasting and Demand Planning
	and Demand Planning Operations
	a. 18 Hone
	D. 11 & 111 only
	C. 1& III only
	d. I only
1	© 1,11&111
1	15. The sail
1	15. The following are back-office ERP applications  1. Sales Order Entry
	Sales Order Entry  II. Finance
	III. Manufacturing
	IV. Distribution
	- Statibution
	a. 1 & III only
200	b. II & III only
	c. III & IV only
	iii a IV only  iii lii la IV only
	e I, III & IV only
	only conding to
	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.
	software can integrate a variety of enterprise clusters by letting
	additional process models developed
	a. KM
	b. ERP
	C. EAI
	d. Workflow Management
	e. Event Notification
	and longery systems by its
	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
	access to the company's inventory databases as part of an
	18. Large customers of a company
	electronic commerce system.
	a. intranet
	(b. / Internet
	c. extranet
	d. EDI
	e. Network security firewall

a. Automated inventory replenishment by second to be product Development Extranet with Party of Employee Benefit Intranet  E-commerce Web Portal for Suppliers  20. The work of the Business Operations and Mall. Providing a secure and universal access to the III only b. II & III only b. II & III only c. I & III only l. I only e. III only e. III only e. III only e. III only c. I & III only e. III only e. III only e. III only e. III only an acorporate intranet b. the Internet c. an extranet link d. EDI e. customer service websites  22. In using IT to gain competitive advantage, of 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	to access customer records for	
e. develop alliances		art.
23. A system is primarily concerne	ed with collaboration and decision suppo	Jrt.
a. ERP b. CRM c. SCM		
d. PRM		
(e. KM		
	he agger custs	omer records for customer
24. Major customers of a company are likely	to useto access custo	
relationship management.		
an extranet link		
b. the Internet		
c. a corporate intranet		
		A ROBERT AND A STATE OF
d. EDI e. customer service websites	Page 5 of 11	Pcu/cos/m 27-15
NAME AND ADDRESS OF THE OWNER, DATE OF THE OWNER, D		STUDENT RULE TO THE STATE OF TH

- 25. A customer focused business is one that Customer focused business is one that
   Has the ability to co-opt customers in the exploitation of innovative opportunities
   Provides top quality customer seems to the exploitation of innovative opportunities II. Provides top quality customers in the exploitation of innue.

  III. Provides top quality customer service tailored to individual needs. III. Provides lowest prices for goods and services. IV. Keeps up with market trends a. 1& Il only b. II & III only @ 11& IV only d. 1, 11 & 111 only e. II, III & IV only 26. A company can use the Internet to Create a website for interactive marketing and electronic commerce.

   Hold dealer II. Hold desktop videoconferences with their partners. III. Create Intranet links with its employees in remote offices for interactive communication, collaboration and computing. computing. a. 1& II only b. II & III only (C.) 1& III only d. II only e. 1,11 & 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. Ill 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 1. Capacity planning

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

		à
	3. 10.	1
	b. II & IV only	
	I, II & III only	
	d. I, III & IV only	Ø
	e. Il only	
	Drovide	
-	significantly improve the ability to make better decisions in a timely manner across the entire business	
	enterprise. admity to make better decisions in a timely manner across the enterprise.	
	Contemprise page 1	
1		
	- WIELDE Man	23
	a tiler Relationship to	
1	e. Customer Relationship Management	
-		
	is a business network of suppliers, distributers, partners, customers and others.	
	chterprise Resource Planning	
	By Supply Chain Management	
	C. Knowledge Management	
	d. Partner Relationship Management	
	e. Customer Relationship Management	
	32software routes calls to customer support agents based on their skill and authority to nandle	
	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	
	systems are installed as a conceptual framework and catalyst for reengineering their business	SS
	34 systems are instance as a const	10
	processes.	
	(a.) Enterprise Resource Planning	
	b. Supply Chain Management	
	Knowledge Management	
	Partner Relationship Management	
	Contamor Relationship Management	1
	e. Customer Relationship	

-

35. Business 5	
functional all are to functional mainframe based leaves customs as are to integra	ated cross-
35. Business functions are to functional mainframe-based legacy systems as are to integral functional client/server applications.  a. Business enterprises	
Business processes	
Business applications	
d. Business operations	
e. Business management	
36. application of	
applications focus on providing a firm's employees with tools that support group coll decision support.	aboration and
a. Enterprise Resource Planning b. Supply Chairman	
b. Supply Channing  (c: Knowledge Amanagement	
C. Knowledge Management	
d. Partner Relationship Management	
e. Customer Relation 1.	
e. Customer Relationship Management	
37. Which enterprise cross-function application track business resources and the status of committee business no matter.	ments made by
the business no matter than application track business resources and the status of committee	ments may-
the business no matter which department has entered the data into the system?	
( ) Prise Nesource 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	
1V. 1 d33W01 d3	
- 1 N 9 N 1	
a. I, II & III only	
b. II, III & IV only	
(c) 1, 11 & IV only	
d. 1 & II only	
e. Il only	
to company include the following	
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. 1&II only	
c. 1, 11 & 111 only	
(d.) 1, 111 & IV only	
e. I, II, III & IV	

40 Acras
MID #
a Customore stage of the Curr
Sales Force Auto
Direct marketing  Cross-soll
e. Cross-sell and Up-sell
41. If a co
41. If a company uses IT to substantially reduce the cost of business processes, that company is using the business processes, that company is using the Cost leaders business processes.
a. differentiation  b. Inc.  Competitive strategy.
Cost leadership
a. Com-
acvelopment .
42. Companies
Net broadcasting     E-mail
III. EDI
IV. Hypermedia Web pages
a. 1&II only
b. 18 III only
c.    &     only d.   ,     &   V only
e I, II, & IV only
43 systems are information out.
order to integrate and automate business processes.
application integration
0. 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 to
44differs 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

36,422	
-45	
u	Macros  Intelligent agents
(b)	Macros Process, or software apply out specific, repetitive, and predictable tasks for an individual
c.	Intelligent agents  Micros
d.	Suban
e.	None of the above
10 -	the above
40. [e	Digital collaboration
a	Ocument or data simultane
	ocument or data simultaneously is called
d.	Video conferencing Voice conferencing
e.	Electronic meeting
47. Ele	ectronic Communication tools include
III CI	aging nat systems
IV V	
	pice mail 1) 1), 1 V
a.	1 & II only
	II & III only
	III & IV only
	I, II & III only
e.	I, II, III & IV
	Was selected to a corporate data
48. Usi	ng the Internet and extranet to transmit customer orders from travelling salespeople to a corporate data
cen	tre for order processing and inventory control is an example of overesting
a.	time barriers
	cost barriers
c.	structural barriers
(d.)	geographic barriers
	Record Process Reengineering compared to Business
49. Whi	ch of these is/are typical characteristics of a Business Process Reengineering compared to Business
Imp	rovement?
	The risk is moderate
	The horizon is the future
	a station is ton-down
Ш.	Path to execution is cultural and/or structural
IV.	Path to execution is cultural and
	1 & II only
	II & III only
cal	, II & III only
a .	II, III & IV only
9	, III & IV only
e.	

1	J. Use of Internet web sites for online sales  Use of Corporate intranets by sales reps to access customer's records for CRM  B. Use 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
1.	SECTION B  State TWO (2) functions that Customer Relationship Management software provides for Customer Service an [2 Marks]
2. 5	itate any THREE (3) benefits that ERP software brings to organizations. [3 Marks]