

DEPARTMENT OF COMPUTER SCIENCE

Bsc (Comp.Sc.) Second Semester Mid-Semester Examination, 2013/2014  
Computer Science IV

CSM482 INFORMATION SYSTEMS II

TIME ALLOWED : 50Mins.

MARCH 2014

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 ANY TWO questions in Sections B in the answer leaflets provided.

SECTION A

1. The three vital roles that Information Systems can perform for a business organization are to support
  - I. Its e-business and e-commerce
  - II. Its decision making by its employees and managers.
  - III. Its strategies for competitive advantage
  - IV. Its business processes and operations
  - V. Its TPS, KWS, MIS, DSS & EIS
  - a. I, II & III only
  - b. I, II & IV only
  - c. II, III & IV only
  - d. III, IV & V only
  - e. I, III & V only
2. 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

3. 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

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

- I. Technical support
- II. Product development
- III. Forecast and demand planning
- IV. Delivery

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

5. 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

6. 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

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

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

8. 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. Customer Relationship Management System
- III. Automated just-in-time warehousing
- IV. Order Processing System

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

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

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

10. The goal of \_\_\_\_\_ is to create a fast, efficient, and low-cost network of business relationships to get a company's products from concept to market.

- a. CRM
- b. ERP
- ☒ c. SCM
- d. KM

11. \_\_\_\_\_ 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

12. Manufacturing processes supported by ERP include the following.

- ☒ I. Capacity planning
- II. Logistics planning
- III. Purchasing
- IV. Personnel requirements planning

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

13. Major application components of a CRM system include

- ☒ I. Customer Service and Support
- II. Human Resource
- ☒ III. Marketing and fulfillment
- ☒ IV. Sales

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

14. Major application components of ERP systems include

- ☒ I. Accounting and finance
- ☒ II. Integrated logistics
- ☒ III. Forecast and demand planning
- IV. Direct marketing

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



15. \_\_\_\_\_ 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
16. Which of these CRM functional solutions will be effective at the retention stage of the Customer Life Cycle?
- a. Customer order fulfillment
  - b. Sales Force Automation
  - ☒ c. Proactive service
  - d. Direct marketing
  - e. Cross-sell and Up-sell
17. 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
18. 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
19. 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

20. \_\_\_\_\_ 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

21. Arrange the following stages of the e-business buying process in the correct order in which they occur.

- I. Terms negotiation
- II. Order placement
- III. Product discovery
- IV. Order payment
- V. Product evaluation

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

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

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

23. A new product development process in a manufacturing company is a business process that must be supported by cross-functional Information Systems that cross the boundaries of the following business functions.

- I. Research and Development
- II. Sales
- III. Manufacturing
- IV. Marketing

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



24. The Order Management Process consists of processes that cross traditional business functions such as \_\_\_\_\_

- I. Finance
- II. Sales
- III. Manufacturing
- IV. Marketing

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

25. 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

26. 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

27. 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

28. 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
29. \_\_\_\_\_ 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
30. 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
31. 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. Enterprise collaboration systems
  - ☒ e. Middleware software
32. Customer touchpoints for CRM systems of a company include the following
- I. e-mail
  - II. In-store kiosks
  - III. The company's website
  - IV. Fax
- a. I & II only
  - b. II & III only
  - c. I, II & III only
  - d. I, III & IV only
  - ☒ e. I, II, III & IV



33. 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

34. \_\_\_\_\_ involves the use of software tools to support communication, coordination, and collaboration among the members of networked teams and workgroups.

- a. Electronic commerce systems
- b. Supply chain management systems
- c. Enterprise collaboration systems
- d. Enterprise resource planning systems
- e. Enterprise application integration systems

35. Which component of the CRM software helps marketing professionals analyze the customer and the business value of a company's direct marketing campaign?

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

36. 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. Customer Service
- II. Human Resource
- III. Marketing
- IV. Sales
- V. Finance

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

37. A company that buys products in bulk and retails them to customers in smaller quantities without adding value to the product does \_\_\_\_\_.
- a. e-tailing
  - b. up-selling
  - c. down-selling
  - d. cross-selling
  - e. direct-selling
38. The Supply Chain Life Cycle is as follows:
- a. Make, Commit, Schedule, deliver
  - b. Schedule, Make, Commit, Deliver
  - c. Commit, Make, Deliver, Schedule
  - d. Commit, Schedule, Make, Deliver
  - e. Schedule, Commit, Make, Deliver
39. 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
40. \_\_\_\_\_ 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
41. 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



42. \_\_\_\_\_ systems use electronic communication, conferencing, and collaborative work tools to support and enhance collaboration among teams and workgroups.
- a. Enterprise resource planning
  - ☒ b. Enterprise collaboration
  - c. Enterprise application integration
  - d. E-business
  - e. Supply chain management
43. Websites, Web browsers, HTML documents, hypermedia databases, and TCP/IP networks are examples of \_\_\_\_\_.
- a. Open systems
  - b. Telecommunication network components
  - ☒ c. Internet technologies
  - d. Network architectures
  - e. Network operating systems
44. \_\_\_\_\_ 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
45. 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
46. \_\_\_\_\_ 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

47. 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

48. 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

49. 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

50. 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



SECTION B.

Answer ANY TWO Questions from this section

- 1) To an agile company, four basic strategies must be implemented. State and explain any Two (2) of these strategies.
- 2) Organizations of all kinds are implementing a broad range of intranet uses. What are some of the benefits?
- 3) Custom Relationship Management software is made up of a number of application components. Describe any two (2) major application components of this software.

1. Perceive prod. as solutions to individual problem.
2. Thrive on changes and uncertainties.
3. Corporate with supplier, customers and other competitors.
4. Leverage power on knowledge people possess.

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