KWAME NERUMAH UNIVERSITY OF SCIENCE AND TECHOLOGY,

COLLEGE OF SCIENCE

DEPARTMENT OF COMPUTER SCIENCE

Bsc (Comp.Sc.) Second Semester Examination, 2011/2012

Index Number		

CSM482 INFORMATION SYSTEMS II

APRIL 2012

TIME ALLOWED : 2Hrs

There are Three (3) Sections.

Answer ALL questions in <u>Section A</u> by *shaping* the appropriate letter on the scanable form provided and circling the letter corresponding to the correct answer on the question paper.

Answer ALL questions in <u>Sections B</u> by filling in the answer in the blank spaces on the question paper.

Answer One question in Section C in the answer booklet provided.

SECTION A

14 Mark each

- ____involves the use of communications, conferencing, and collaborative work tools to support and enhance collaboration among networked teams and workgroups.
 - a. Enterprise resource planning systems
 - b. Enterprise application integration systems
 - c. Electronic commerce systems
 - d. Supply chain management systems
 - Enterprise collaboration systems
- 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

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The Business value of Intranets Include Providing connections to suppliers and distribute Providing connections to suppliers and distribute	oss for supply their management
3. The Business value of intranets include 1. Providing connections to suppliers and distribut 1. Using it for communication and collaboration was a supplier to a supplier to suppliers operations and ma	ionin an enterprise
Providing connectors to and collaboration with Using it for communication and collaboration was inc. Using it to support business operations and main.	nagement
II. Using it for comment business operations and	
III. Using it to see-	
a. Fonly	
b. If only	
c. Ill only	
d. 1&B only	
e: II & III only	in a company's inventory
Large customers of a company may use	access to the company a livelitory
Large customers of a company tra- databases as part of an electronic commerce system	n.
a. extranet	
b. intranet	
(internet	
d. EDI	
e. WAN	
e e e e e e e e e e e e e e e e e e e	to link to their corporate intranet in
5. Sales reps of a company are likely to use order to gain access to customer records for custo	mer relationship management.
L the Internet	
II. WAN	
III. an extranet link	
and of satisfication	
a. I & II only	
b. II & III only	
(c.) 1& III only	
d. Lonly	
e, 1,11 & 111	
6 software is fundamental to business pro	icess reengineering
a. SCM	nessession and market man
b. PRM	
d. EAI	
e. ERP	
★ 7. A customer focused business is one that	
Creates customer profiles	
II. Provides top quality customer service tailore	d to individual needs
III. Provides lowest prices for goods and service	
IV. Builds a Web community of customers, emp	
TV. Dulles a reconstructive or containers, emp	District Control of the Control of t

- C RASHING d. MANNEN a. I K IV MAY
 - Daviging Constitution
 - A. Virtual company
 - S. Aple Company
 - to \$18 a continuent of well-ported
 - d. https://doi.org/10/19/01/07
 - e. Strategy partnership attends
 - 8. Major business one of the internet include:
 - L. Salargetive marketing
 - 8. Cutablestics among business partners
 - 18. Web sering for multimedia information and entertainment
 - N. Destroyed posterior
 - A. LHADON
 - K. R. H. R. W. marky
 - S. LERWINS
 - 4. Hamby
 - A. LEMAN
 - 20. A boolerst partner is thely to use the belocket for

 - 6. His transfer s. Managing at a commercia methodes for products and services
 - III. Extranel access to intranel recountry.
 - N. b-mail
 - & Likewood
 - to Hitchester
 - C. H. E. P. conty
 - of LEASE ordy
 - M. LORAN DOWN
 - 11. A supplier to thelp to use the internet for
 - 4. Sending documents via EDI over secure internet links.
 - M. Decoping at a commerce websites for products and services
 - of . Calculated account in order to account insentiony

b. II & III only	
c. III & IV only	
d. 18 10 coly	
e. If & IV only 12. To enable the many different applications of end users to be according to enable the many different applications of end users to be according to enable the many different applications of end users provide varieties of computers, software packages, and databases provide varieties of computers, one may have to use	nplished using the different d by a variety of
varieties of computers, software packed interconnected networks, one may have to use	
and application integration	
a manakara ananagement sam	
e. Enterprise collaboration systems	
software is software that interconnects enterprise	applications for seamless
13software is software that interconnects	100
Integration.	
a. Enterprise Application Framework	
h Cross-Functional Applications	
c. Cross-Functional Enterprise Systems	
d. Enterprise Application Integration	
e. Enterprise Collaboration systems	
14. Which component of the CRM software helps customer service	managers create, assign, a
14. Which component of the Child Software Mary	78
manage requests for service by customers?	
a. Retention and loyalty programs	
b. Customer Service and Support	
c. Sales	
d. Human Resource	
e. Marketing and Fulfillment	
15. The ERP software suit will typically support	
I. Logistic planning	
II. Sales analysis	
III. Transportation and Shipment management	
IV Personnel requirement	
a. I & III only	
b. II & IV only	
c. I, II & III only	
d. 1, II & IV only	
e, 1& II only	

II. Human Resource III. Customer Service IV. Accounting and Finance V. Sales a. I, III & IV only b. I, IV & V only c. II, III & IV only d. III, IV & Vonly e. I, III & V only 17. Customer "touchpoints" for CRM systems of a company include the following L. Personal contact II. The company's PR office III. The company's website IV Retail stores a. IV only b. 1& II only c. If & III only d. 1, 11 & 111 only e. 1, 111 & IV only 18. Major application components of a CRM system include I. Retention and loyalty programs II. Human Resource III. Forecast and Demand planning IV. Contact and Account management a. 1& II only b. II & III only c. 1& IV only d. III & IV only e. I only 19. Which of these CRM solutions will be effective at the acquisition stage of the Customer Life cycle? a. Cross-sell and Up-sell b. Direct marketing c. Proactive service d. Sales Force Automation Customer support

30. The Supply Chaint life Cyclinic as carbones 3. Assive, Commit, Schedule, deliver 5. Schedule, Make, Commit, Deniver 6. Commit, Schedule, Make, Deliver 7. Commit, Schedule, Make, Deliver 8. Schedule, Commit, Make, Deliver 8. Schedule, Commit, Make, Deliver 9. Schedule, Commit, Make, Deliver 1. Order Billing/Payment process 1. Product receipt 10. Order scheduling/ Fulfilment Delivery 11. Order scheduling/ Fulfilment Delivery 12. Which category of e-commerce involves both electronic business marketplaces and direct market links? 13. B2C 15. B2B 16. C2C 17. C2C 18. B2B 17. C2C 18. B2B 18. C2C 19. B2B 18. C2C 19. B2B 19. C2C 19. Get attractive e-commerce websites that provide virtual storefronts and multimedia catalogs. 19. may rely on electronic data interchange(EDI) via the Internet or extranet for exchange of commerce documents. 19. offer interactive order processing. 19. offer online customer support. 20. It is ill only 21. It ill only 22. Which of these can be considered a form of C2C e-commerce? 23. Electronic personal advertising at electronic newspaper sites 24. Electronic personal advertising at personal websites 25. Secure Internet or extranet e-commerce		
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a. Schedule, Nation, Deliver, Schedule c. Commit, Make, Deliver, Schedule d. Commit, Make, Deliver e. Schedule, Commit, Make, Deliver e. Schedule, Commit, Make, Deliver 21. Which of the following fall under Service and Support in the e-commerce Sciling Process ii. Product receipt iii. Order scheduling/Fulfilment Delivery a. 1 & Il only b. 11 & Ill only c. 1 only d. 11 only e. 12. Which category of e-commerce involves both electronic business marketplaces and direct market links? a. 82C b. 82B c. C2C d. 82G e. C2B 23. Companies employing B2C e-commerce l. offer attractive e-commerce websites that provide virtual storefronts and multimedia catalogs. ii. may rely on electronic data interchange(EDI) via the Internet or extranet for exchange of commerce documents. iii. offer interactive order processing. iv. offer online customer support. a. i, il & ill only b. i, ill & IV only c. i, ill & IV only d. ill only e. 1 & ill only e. Electronic personal advertising at electronic newspaper sites iii. Electronic personal advertising at personal websites		a. Make, Commit Schedule, Deliver
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II. Electronic personal advertising at personal websites		Electronic personal advertising at electronic newspaper sites
Laborat or extranet e-commerce		u Electronic personal advertising at personal websites
JI. Secure many		Leternet or extranet e-commerce
		II. Secure and the se
	END OF THE REAL PROPERTY.	

	ь.	1& III only
	-	II & III only
	d.	L H & HI
		Il only
25.		
1985	a.	helps to establish mutual trust between you and an e-tailor at an e-commerce site.
	Б.	Electronic payment system Profiling and an e-tailor at an e-commerce site.
	C.	Profiling and personalizing Electronic Data Interchange
	d.	Secure electronic payment
	e.	Access control and security
		and security
26.	-	is an electronic payment security method which was developed by Netscape
	Co	minimizations that automatically encrypts data passing between your such browner and a
	1000	
		Secure Electronic Transaction
	D.	Digital Wallet Payment System
		Secure Socket Layer
		Secure Electronic Funds Transfer
	E.	Digital Certificates
27.	A	is an electronic "credit card" that establishes your credentials when doing
	bi	usiness or other transactions on the Web.
	a.	Digital signature
		Electronic wallet
		Digital certificate
		Public key
		Electronic cash
		to the least.
28.	Ari	range the following from highest integration "click and brick" strategy to the least.
	1.	Joint Venture
	II.	Spin Off
	HI	In-house Division
	III.	Strategic Partnership
	IV.+	J. O. C.
	a.	1, 11, 111, IV
		IV, III, II, I
	b.	# 1 AV III
	C.	II, I, IV, III
	d.	III, IV, I, II
	e.	III, I, IV, II

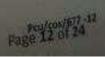
	their essential e-communico process helps e-communico campanies develop, generale their essential e-communico process helps e-communico at e-communico websites?
	interior and province text date may have
30.	Content and Catalog management
b,	Collaboration and trading
5	Workflow management
	Access Control and Security
e	
30 F	commerce transaction systems are scaled and customised to allow buyers and sellers to meet
in	a variety of high-speed trading platforms termed
3.	click and brick strategies
	e-commerce marketplaces
	e-commerce portals
d.	e-commerce channels
e.	e-business channels
	ata disposițios îs
	other term for e-commerce integration alternatives is
3.	Marketplace alternatives
	Channel alternatives
	e-Commerce strategies Click and brick strategies
	e-Commerce channel spectrum
32. A	n auction marketplace used by many buyers and sellers that can create a variety of buyers'
an	d sellers' auctions to dynamically optimize prices is known as a(n) type of e-
	mmerce marketplace.
a,	one to many
b.	many to one
C.	some to many
d.	many to some
e.	many to many
33. WI	sich of these is/are typical characteristics of a Business Process Reengineering compared to
Bu	inner (mnrovement)
Ti.	The Grant of Change is Continuous
111	Tunical scope is broad and cross-functional
IV.	Participation is bottom-up
IV.	Participan
	1 & II only
a.	II & III only
b,	II och verily
-	III & IV only
d.	& IV only
e.	III only
	Page 8/88 247 -12
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	34. A buy-nide-marketplace which attracts many suppliers who flock to these exchanges to tid on businesses of a major proper is be-
	THE PROPERTY OF THE PROPERTY O
	a. one to many
4	b. many to one
	c. some to many
	d. many to some
	e. many to many
	35aims 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
	36. Manufacturing processes supported by ERP include the following.
550	I. Capacity planning
變	II. Logistics planning
	III. Materials requirements planning
	IV. Personnel requirements planning
	a. 1 & II only
	b. II & III only
9	c. III & IV only
	d. 1& III only
	e. 1&IV only
	37. Major application components of SCM systems include
	I. Production logistics
	u Order management
	III. Forecast and Demand planning
	III. Forecast and automation
	IV. Sales force automation
	a. 1 & II only
	a ut sale
	b. II & III ONLY
	c. III & IV only
	d. II & IV only
	e. 1 & III only
0 20	

	THE RESERVE THE PROPERTY OF THE PARTY OF THE
	38software assists customer service reps in helping customers who have provided as and suggestions for resolving and a suggestion of the software assists customer service data and suggestions for resolving and
	38software assists customer service reps to he-ping countries for resolving with a product or service by providing relevant service data and suggestions for resolving
	with a product or service by providing over
	problems. a. Call center
	b. Web-based self service
	c. front desk
	d. customer service
	e. Help desk
	39. At the "Retain" stage of the Customer Life Cycle,
	a. Customer Support
	b. Sales Force Automation
	c. Proactive service
	d. Direct marketing
R C	e. Cross-sell and Up-sell
	40. Which major application component of a CRM system helps sales, marketing, and service
2	40. Which major application component of a color system. professionals capture and track relevant data about every past and planned meeting with
	prospects and customers?
	a. Retention and loyalty programs
	Customer service and support
	c. Sales
	d. Contact and account management
	e. Content management
	41. Companies employing B2B e-commerce
	Offer attractive e-commerce websites that provide virtual storefronts and multimedia
1994	catalogs.
	II offer interactive order processing.
	III. use direct market links between participants of an e-commerce transaction.
	a. I, II & III only
- Shirt	b. 1, & II only
	c. II & III only
	d. III only
2	e. 1& III only
-	
	42. In thestandard for electronic payment, software encrypts a digital envelope of
7	divisal certificates specifying the payment details.
	Course Electronic Transaction
	and the Hart Payment System
	b. Digital Wallet Layer
	c. Secure Socket Layer d. Secure Electronic Funds Transfer
	d. Secure Electronic Funds (1986)
	e. Digital Certificates
	No. or 11
	Page 168F24 ¹²

43. M	noy of the business processes in e-commerce can be managed and partially automated with
th	e help ofsoftware.
a.	ERP
6.	EAL
C.	Search management
d.	Event notification
e.	Workflow management
44. W	hich essential e-commerce process responds to innumerable customer relationship and
	pply chain management activities?
a.	Search management
b.	Event notification
c.	Workflow management
d.	Payments
e.	Collaboration and trading
45 W	hich essential e-commerce process includes matchmaking, negotiation, and mediation
pr	ocess?
а.	Access Control and Security
	Collaboration and trading
	Workflow management
	Catalog management
	Event notification
Ç,	82C 82B 82G
e.	C28
	of involves the electronic exchange of business transaction documents/details such as
47. EI	of involves the electronic exclusion of the state of the
-	Credit card information
- 11	Purchase orders
-	Request for Quote
111.	Request for details
-IV.	Bank accounts details
-	(, II & III only
	a a at apple
b.	1/11 00 10 10 11
C.	II & III only
d.	[& III only
	an auto
e.	
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	Luga 11 Ave.

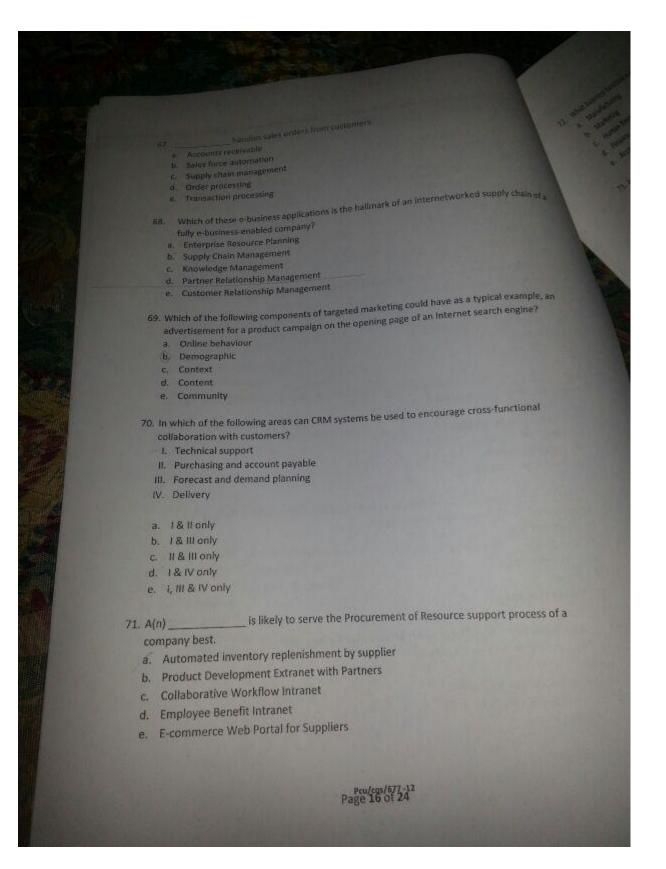
(NC A(n)) in an experience main applies where some shift for business of a ference	
H Partial	
b. Catalog	N
E. Reverse Auction d. Auction	
e. Exchange	
d9:bring buyers and sellers together in catalogue, exchange and action markets.	
a. middlemen	
b. e-business intermediaries c. market intermediaries	
d. a commerce intermediaries	
e. informediaries	
50. Intranets provide an enterprise information portal that supports	
Extranet security operations	
II. Web publishing	
III. Business operations and management	
IV. Communication and collaboration	
a, 1& If only	
b. 1 & III only	
c. II & III only	
d. II, III & IV only	
e. I, II, & III only	
51. 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. Profiling and personalization	
- Workflow management	
d Collaboration and trading	
Access control and security	
52. Using mobile computing networks to support salespeople in the field is known as	
en using mobile computing networks to support salespeople	
a real Power Still Otherwise	
b. Mobile commerce	
b. Mobile College	
c. Mobile Sales	
d. Supply chain management	
e. Online transaction processing	



53. The technological trend(s) in telecommunication is/are 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 open systems with unrestricted connectivity using internet networked technologies as their technological platform. a. 1& Hunly b. 1 & III only c. II & III only d. Lonly e. 1, 11 & III provide e-commerce marketplace software products and services to power business Web portals for e-commerce transactions. a. Portals b. Vendors c. market intermediaries d. Intermediaries e. Informediaries ___ to publish information products such as product catalogues, 55. Companies may use _____ technical drawings and newsletters on their intranets. I. Net broadcasting II. E-mail III. Facsimile IV. EDI a. I & II only b. 1& Ill only c. If & III only d. !!, !!! & IV only e. I, II, & III only 56. 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

	Which feature of the enterprise information portal of an intranet is responsible for ensuring
	Which feature of the enterprise information por us of the enterprise and use corporate and external data?
	Business operations and management
	Web publishing
	Intranet portal management
	Extranet security operations
e	. Communication and collaboration
58. A	n agile business/company is one that and business partners.
a	n agile business/company is one that
C	Keeps up with market trends Has the ability to co-opt customers in the exploitation of innovative opportunities.
d	Creates customer profiles
e.	Uses statisfical control as the primary enabler for change.
59. 1	Which of these B2C e-commerce applications has the highest business value and takes the
i	ongest time to implement?
a,	Interactive marketing
b.	B2C Portal
c.	Web Storefront & e-catalog
ď.	Integrated Web Store
e.	Web brochures
60 A	(n) business/company is one that nurtures an online community of custom
	mployees and business partners, and provides top quality customer service tailored to
	at the standard
in	dividual needs.
	Agile
a.	
a. b.	Agile
a. b. c.	Agile Virtual
a. b. c. d.	Agile Virtual Customer-focused
a. b. c. d. e.	Agile Virtual Customer-focused Knowledge-creating Electronic
a. b. c. d. e.	Agile Virtual Customer-focused Knowledge-creating Electronic ich feature of the enterprise information portal of an intranet is responsible for central
a. b. c. d. e. 61. Wh	Agile Virtual Customer-focused Knowledge-creating Electronic ich feature of the enterprise information portal of an intranet is responsible for centrallainistering clients, servers and traffic?
a. b. c. d. e. 61. Wh	Agile Virtual Customer-focused Knowledge-creating Electronic ich feature of the enterprise information portal of an intranet is responsible for central ninistering clients, servers and traffic? Business operations and management
a. b. c. d. e. 61. Wh adn a. b.	Agile Virtual Customer-focused Knowledge-creating Electronic ich feature of the enterprise information portal of an intranet is responsible for centrall ninistering clients, servers and traffic? Business operations and management Web publishing
a. b. c. d. e. 61. Wh adn a. b.	Agile Virtual Customer-focused Knowledge-creating Electronic ich feature of the enterprise information portal of an intranet is responsible for centrall ministering clients, servers and traffic? Business operations and management Web publishing Intranet portal management
a. b. c. d. e. 61. Wh adn a. b.	Agile Virtual Customer-focused Knowledge-creating Electronic ich feature of the enterprise information portal of an intranet is responsible for centrall ninistering clients, servers and traffic? Business operations and management Web publishing Intranet portal management Extranet security operations
a. b. c. d. e. 61. Wh adn a. b.	Agile Virtual Customer-focused Knowledge-creating Electronic ich feature of the enterprise information portal of an intranet is responsible for central ministering clients, servers and traffic? Business operations and management Web publishing Intranet portal management
a. b. c. d. e. 61. Wh adn a. b.	Agile Virtual Customer-focused Knowledge-creating Electronic ich feature of the enterprise information portal of an intranet is responsible for centrall ninistering clients, servers and traffic? Business operations and management Web publishing Intranet portal management Extranet security operations

	AS Wash at
	62. Which of these fall under the marketing business function? 1. Companisation analysis 3. Solution
1	II. Sales force automotion III. Inventory control
1	7V: Capital businessian
	V. Customer relationship management
4-1-2	9. 11I, & IV only
	b. II, III & IV only c. II & V only
	d. 18 Venty
	e. IV & V only
	63. Information systems for Customer Relationship Management, Sales management, and
	Production Management are classified under systems:
	a. Manufacturing b. Marketing
Total Land	c. Human Resource Management
	d. Finance e. Accounts
	64. 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
38/0	and to support staffing, training and
	65 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
	66. Using the Internet for recruitment and job hunting is an example ofsystems
	a. Customer relationship management
Philadelphia	L. Online HBM
	- conclovee self-service intranet
	d. Workforce planning/scheduling
10 mm	e. None of the above
A STATE OF	Page 15 67242



72. W	hat business force
- 81	hait business function support Materials Requirements Hanning and Coroputer Adag Nessyn1 Marketing Human
	Marketing
	Human Resource Management Finance
e.	Accounts
73. tn	Customore
pris	customers are not just passive participants who receive media advertising processes, but are actively engaged in network-enabled proactive and interactive
pro	Dresses, Programme of the two controls and interactive and interactive
h	Sales Force Automation Interactive marketing
C.	Targeted marketing
đ.	E-business
	Customer Relationship Management
74. A_	system is primarily concerned with collaboration and decision support.
a.	ERP
	CRM
	SCM
	PRM KM
75. WI	nich feature of the enterprise information portal of an intranet is responsible for authoring
pu	blishing and sharing hypermedia documents?
a.	Business operations and management
b.	Web publishing
c.	Intranet portal management
d.	Extranet security operations Communication and collaboration
e.	Communication and Communication
76 W	hich of these is/are examples of IT that support reengineering of the order management
70. 99	ocess? for integrating manufacturing, distribution, finance and
	ocess? Cross-functional ERP software for integrating manufacturing, distribution, finance and
I.	human resource
-	human resource CRM software that helps sales, marketing and service professionals to capture and track
II.	CRM software that helps sales, marketing and service professionars and life cycle events relevant data about every past and planned contact with customers and life cycle events relevant data about every past and planned contact with customers and life cycle events
	relevant data about every past and planned contact with customers and payment, Customer-accessible e-commerce web site for order entry, status checking, and payment,
III.	Customer-accessible C const
	and service.
	1 & II only
	II & III only
C.	1 & III only
d.	I, II & III only
e.	Ii only
	Page 19/67242

# Johnson Helbyots*?	
77. Which of their (x considered as The Business network?)	
a. ERP N. CAM	
c SCM	
d, KM	BESTERNING V
W. PAM	SOURCE OF THE SECOND SE
78. Sales reps of a company are likely to useto access custo	omer records for
Clistomer relationship management.	
a. an extranet link	
D. the Internet	
C. a corporate intranet d. EDI	
e. customer service websites	
79. A company can use the Internet to	
" Create a website for interactive marketing and electronic commerc	e _#
"- Hold desktop videoconferences with their partners	
Calculation of the calculation o	ctive communication,
Collaboration and computing.	
18.11 only	
b. II & III only	
c. 1& III only	
d. Il only	
e- 1, II & III	
80. The ERP software suit will typically support	
Provincy producing	
". Sales analysis	
III. Personnel requirement	
IV. Marketing and Fulfillment	
The state of the s	
a. 1 & III only	
b. II & IV only	
c. I, II & III only	
d. 1, III & IV only	
e. Il only	
0.	
a. Enterprise Resource Planning	
a. Enterprise Resource Planning	ustomers and others.
b. Supply Chain Management	
c. Knowledge Management	
d. Partner Relationship Massacce	
in the state of th	
e. Customer Relation Management	

	provides vital cross-functional substitution of secretar performance and the antire business enterprise. a. Enterprise Resource Planning b. Supply Chain Mac.	
	managers to significantly improve the ability to make better decision of a timely manager as a Enterprise Resource Planning 5. Supply Chain Management	
	a. Enterprise Resource Planning b. Supply Chain Manager b. Supply Chain Manager b. Supply Chain Manager b. Supply Chain Manager control of the second o	
	Known and Market and M	
	U. Paperner Committee Comm	
	d. Partner Relationship Management Customer Relationship state	
	e. Customer Relationship Management 83.	
	authority to handle specific kinds of service requests. b. Web L.	
	0. Web-based and	
	tenine tenine	
	d. Customer service	
	e. E-mail	
	84. In an economy when the	
	84. In an economy where the only certainty is uncertainty, the one sure source of lasting competitive advantage is	
	a. Agility	
	b. Technology	
	C. Competencies	
	d. Wisdom	
	d. Wisdom e. Knowledge	
8		neering their
8	e. Knowledge 5 systems are installed as a conceptual framework and catalyst for reenging business processes.	neering their
8	e. Knowledge 5 systems are installed as a conceptual framework and catalyst for reengi	neering their
8	e. Knowledge 5 systems are installed as a conceptual framework and catalyst for reengi business processes. a. Enterprise Resource Planning b. Supply Chain Management	neering their
8	e. Knowledge 5 systems are installed as a conceptual framework and catalyst for reengi business processes. a. Enterprise Resource Planning b. Supply Chain Management c. Knowledge Management	neering their
s	e. Knowledge 5 systems are installed as a conceptual framework and catalyst for reenging business processes. a. Enterprise Resource Planning b. Supply Chain Management c. Knowledge Management d. Partner Relationship Management	neering their
8	e. Knowledge 5 systems are installed as a conceptual framework and catalyst for reengi business processes. a. Enterprise Resource Planning b. Supply Chain Management c. Knowledge Management	neering their
	e. Knowledge 5 systems are installed as a conceptual framework and catalyst for reenging business processes. a. Enterprise Resource Planning b. Supply Chain Management c. Knowledge Management d. Partner Relationship Management e. Customer Relationship Management	
86.	e. Knowledge 5 systems are installed as a conceptual framework and catalyst for reenging business processes. a. Enterprise Resource Planning b. Supply Chain Management c. Knowledge Management d. Partner Relationship Management e. Customer Relationship Management Susiness functions are to functional mainframe-based legacy systems as	
86. l	e. Knowledge 5 systems are installed as a conceptual framework and catalyst for reenging business processes. a. Enterprise Resource Planning b. Supply Chain Management c. Knowledge Management d. Partner Relationship Management e. Customer Relationship Management ausiness functions are to functional mainframe-based legacy systems as integrated cross-functional client/server applications.	
86. i	e. Knowledge 5 systems are installed as a conceptual framework and catalyst for reenging business processes. a. Enterprise Resource Planning b. Supply Chain Management c. Knowledge Management d. Partner Relationship Management e. Customer Relationship Management Susiness functions are to functional mainframe-based legacy systems as integrated cross-functional client/server applications. Business enterprises	
86. i i a b.	e. Knowledge 5 systems are installed as a conceptual framework and catalyst for reenging business processes. a. Enterprise Resource Planning b. Supply Chain Management c. Knowledge Management d. Partner Relationship Management e. Customer Relationship Management Business functions are to functional mainframe-based legacy systems as Integrated cross-functional client/server applications. Business enterprises Business processes	
86. (i. a b. c.	e. Knowledge 5 systems are installed as a conceptual framework and catalyst for reenging business processes. a. Enterprise Resource Planning b. Supply Chain Management c. Knowledge Management d. Partner Relationship Management e. Customer Relationship Management Business functions are to functional mainframe-based legacy systems as ntegrated cross-functional client/server applications. Business enterprises Business applications	
86. i i a b.	e. Knowledge 5 systems are installed as a conceptual framework and catalyst for reenging business processes. a. Enterprise Resource Planning b. Supply Chain Management c. Knowledge Management d. Partner Relationship Management e. Customer Relationship Management Business functions are to functional mainframe-based legacy systems as Integrated cross-functional client/server applications. Business enterprises Business processes Business applications Business operations	
86. (i. a b. c.	e. Knowledge 5 systems are installed as a conceptual framework and catalyst for reenging business processes. a. Enterprise Resource Planning b. Supply Chain Management c. Knowledge Management d. Partner Relationship Management e. Customer Relationship Management Business functions are to functional mainframe-based legacy systems as ntegrated cross-functional client/server applications. Business enterprises Business applications	
86. i a b. c. d.	e. Knowledge 5 systems are installed as a conceptual framework and catalyst for reenging business processes. a. Enterprise Resource Planning b. Supply Chain Management c. Knowledge Management d. Partner Relationship Management e. Customer Relationship Management Business functions are to functional mainframe-based legacy systems as Integrated cross-functional client/server applications. Business enterprises Business processes Business applications Business operations	
86. i a b. c. d.	e. Knowledge 5 systems are installed as a conceptual framework and catalyst for reenging business processes. a. Enterprise Resource Planning b. Supply Chain Management c. Knowledge Management d. Partner Relationship Management e. Customer Relationship Management Business functions are to functional mainframe-based legacy systems as Integrated cross-functional client/server applications. Business enterprises Business processes Business applications Business operations	
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combination and decision inspiral. Electroprise page-upon Planning. Seeply Chain Attanagement. Notes in Management. A Particle relationship Management. Catanage Relationship Management. 88. Which enterprise cross function application track business rejources 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. Particle Relationship Management. c. Knowledge Management. d. Particle Relationship Management. e. Customer Relationship Management. provides Internet-like access to a company's operational databases and legacy systems by its customers and suppliers. a. Internets. b. Extranets. c. Intranets. d. Local area networks. e. Client/server networks. 90. Which of these B2C e-commerce applications has the lowest business value and takes the shortest time to implement? a. Internets marketing. b. B2C Portal c. Web Storefront & e-cutalog d. Integrated Web Store e. Web Storefront & e-cutalog d. Integrated Web Store e. Web prochures 91. 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		
2. Subsprace and successful assemble 2. Subsprace and successful assemble 3. Subsprace and subsprace		
Security of the security of th		
2. Subsprace and successful assemble 2. Subsprace and successful assemble 3. Subsprace and subsprace		
Description of all and access and the second of the control of the		and the state of t
b. Supply Chain Management c. Knowledge Management d. Parther Relationship Management e. Customer Relationship Management e. Customer Relationship Management 88. 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. Parther Relationship Management e. Customer Relationship Management e. Customer Relationship Management 89 provides Internet-like access to a company's operational databases and legacy systems by its customers and suppliers. a. Internets b. Extranets c. Intranets d. Local area networks d. Local area networks e. Cilent/server networks 90. 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 91. 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		Symplematical and declinant owners. It
c. Knowledge Management d. Partner Relationship Management e. Cuttomer Relationship Management as. 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 g. provides Internet-like access to a company's operational databases and legacy systems by its customers and suppliers. a. internets b. Extranets c. Intranets d. Local area networks e. Client/server networks g. Client/server networks g. Mich of these B2C e-commerce applications has the lowest business value and takes the shortest time to implement? g. Interactive marketing b. B2C Portal c. Web Storefront & e-catalog d. Integrated Web Store e. Web brochures 91. 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		
d. Partner Relationship Management e. Customer Relationship Management 88. 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 e. Customer Relationship Management growthers by its customers and suppliers. a. Internets b. Extranets c. Intranets d. Local area networks e. Cilent/server networks 90. Which of these 82C 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 91. 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		
88. 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? 2. Enterprise Resource Planning 3. Supply Chain Management 4. Partner Relationship Management 6. Ensweidige Management 7. Partner Relationship Management 8		d. Partner Relationship Management
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D. Supply Chain Management C. Knowledge Management d. Partner Relationship Management d. Partner Relationship Management e. Customer Relationship Management S		a. Enterprise Resource Planning
d. Partner Relationship Management e. Customer Relationship Management 89.		b. Supply Chain Management
e. Customer Relationship Management. 89.		C. Knowledge Management
89 provides Internet-like access to a company's operational databases and legacy systems by its customers and suppliers. a. Internets b. Extranets c. Intranets d. Local area networks e. Client/server networks 90. 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 91. 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		d. Partner Relationship Management
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c. Intranets d. Local area networks e. Client/server networks 90. 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 91. 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		
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e. Client/server networks 90. 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 91. 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	15 mg	c. Intranets
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b. Sales Force Automation c. Proactive service d. Direct marketing e. Cross-sell and Up-sell		
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e. Cross-sell and Up-sell		c. Proactive service
		d. Direct marketing
		e Cross-sell and Up-sell
		C. Closs servana op serv
no. Long 1677-47		Paralese (677-42
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	easy access for end user and their networked computer system. b. Interoperable systems b. Interoperable systems
	d. Logacy systems
	b. Interoperable systems C. Open systems
	d. Closed area
	e- None of the above
	03
	differs 4
	With distinct fields such as transaction date, transaction amount and recipients' name, as Opposed to an unstructured text management and recipients' name, as
	a. Facsimile
	b. Text messaging
	c. Data conferencing
A 100 MIN	d. Electronic Data Interchange e. Electronic Data Transfer
	Acceptance Data Transfer
	94 are "smart" programs that can carry out specific, repetitive, and predictable tasks for
Misu.	an Individual user, business process, or software application.
	a. Macros
	b. Intelligent agents
	a Micros
	d. Subprograms e. None of the above
	95. Teleconferencing that includes the ability of two or more users at distinct locations to work or
	the same document or data simultaneously is called
	a. Digital collaboration
	b. Data conferencing
	c. Video conferencing
	d. Voice conferencing
	e. Electronic meeting
	96. Electronic Communication tools include
	i. Faxing
	II. Paging
	III. Chat systems
	IV. Voice mail
	a. 1 & II only
	b. II & III only
	c. III & IV only
	d. I, II & III only
	e. 1, 11, 111 & IV

- 27. Which of these n2h a commerce approximate highest transmissivation and takes the longest time to implement?
 - 4. Procurament automation
 - b. Extranets and exchange
 - Customer self service
- d. B2B Portal
- #. Web Brochuses
- 98. 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. 1 & II only
- b. II & III only
- c. 1, 11 & 111 only
- d. II, III & IV only
- e. I, III & IV only
- 99. Which of these may be considered part of electronic commerce?
 - 1. 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. 1& Il only
 - b. II & III only
 - c. 1 & III only
 - d. 1, 11 & 111
- e. Lonly
- 100. 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& II only
- b. II & III only
- c. 1, 11 & 111 only
- d. 1, 111 & IV only
- e. II, III & IV only

partition blanks
The business benefits of SECTION B Track each enhancing, and retaining profitable relationship with customers.
enhancing, and retaining profitable relationship with customars.
Cost SAT MANA FEMENT
develop, peners
develop, generate, deliver, updates, and archive text data and multimedia information at e-
develop, Benerate, deliver, updates, and archive text data and multimedia information at e-
€- 0-
marketing, selling, delivering, servicing, and paying for products and services.
*4. The
The several major rategories to
Implement such as search management and catalogue management are referred to
as Enterprise Reserved Planning.
The marketing or sales channel created by a company to conduct and manage its e-commerce
activities is referred to as its Chosen Fortal Vancor
a over total or automat a commerce Catalog Nelsentes
6. EDI over the Internet, using secure Scaket Langer (SSL)
is a growing 828 e-commerce application. This & Secure Virtuel private retrieves
Companies are recognizing that success will go to those who can execute Clicks—and world's strategies that bridge the physical and virtual worlds.
With the Componies that bridge the physical and virtual worlds,
V 8. The business benefits of Enterprise Reservee Planning include
improvements in quality, efficiency, cost and management of internal business processes.
Gaining Several Strategic
Gaining Several Strategic 9. The Partner Relationship Management strategy, among others, enjoy such benefits
such as the sharing of existing brands, and joint buying power and distribution efficiencies.
Such as the sharing of characters and the same of the
10. E - bysiness is the use of the Internet and other networks and
information technologies to support electronic commerce, enterprise communication and
collaboration, and web-enabled business processes both within a networked enterprise, and
with its customers and business partners.
With its customers and business partiters.
(A (R)) + 2

- 2. a) On the Interriet, the barriers of time, distance, and form are broken down, and businesses are able to transact the sale of goods and services 24 hours a day, 7 days a week, 365 days a year with consumers all over the world. All e-tailors are therefore assored of success. Do You agree with this assertion? Explain why you do or do not.

 (4 Marks)
 - b) After developing and marketing your web store, in what ways would you serve your customers who visit your website to ensure that you are able to retain them as loyal
- a) Organizations of all kinds are implementing a broad range of intranet uses. What are some of the benefits?
 - b) Why do you think there have been so many business failures among "dot.com" companies that were devoted only to retail e-commerce? [3 Marks]
 - c) How does an e-commerce website develop user profiles and what is it used for?

26) To create a well business instructive for offers attractive swearier & senter of growt distance value, and colore business plan to entime the let year or two of excration

16) The ways are

i) Creating user profiles

1) Personal websages and promotions That helps then deuxlop a one to one valabooksp with their Customers

K. A. PABBI

project by their website withing service

AND ICA aced to duelop a one-to-eno relationship with their Customes

D Creating Incentions to encourage their

to register, a) Javeloping web Cookie files to auto Cally identify returning Visitors