



(Knowledge for Development)

25

KIBABII UNIVERSITY
(KIBU)

UNIVERSITY EXAMINATIONS
2016/2017 ACADEMIC YEAR
SPECIAL/SUPPLEMENTARY EXAMINATIONS
YEAR TWO EXAMINATIONS

FOR THE DEGREE OF
BACHELORS OF SCIENCE
(INFORMATION TECHNOLOGY)

COURSE CODE : BIT 224

COURSE TITLE : BUSINESS APPLICATION SOFTWARE

DATE: 20/09/2017

TIME: 3.00P.M. – 5.00P.M

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTIONS ONE AND ANY OTHER TWO

QUESTION ONE [COMPULSORY] [30 MARKS]

- a. What are customer relationship management systems? [1 Mark]
- b. State any two factors to consider in developing a good user interface. [2 Marks]
- c. Discuss the impact of technological change on business activity. [4 Marks]
- d. Describe FOUR organizational processes supported by communications and collaborative systems. [8 Marks]
- e. Explain why organizations have different management levels. [2 Marks]
- f. Distinguish between account receivable and account payable modules. [2 Marks]
- g. Explain the functions of the following application software. [4 Marks]
 - i. Database Management Systems
 - ii. Presentation software
- h. Describe the purpose of accounting information systems. [2 Marks]
- i. Identify FIVE factors to consider in designing a successful website. [5 Marks]

QUESTION TWO [20 MARKS]

- a. Explain the differences between structured, semi-structured, and unstructured problems. Provide an example of each type, and describe how an information system might contribute to solving the problems. [6 Marks]
- b. Discuss any FOUR reasons why business organizations should keep up with the technology. [8 Marks]
- c. Using a well labelled diagram, discuss the relationships between TPS, DSS, EIS and MIS [6 Marks]

QUESTION THREE [20 MARKS]

- a. The management of West-End Corporation, a transport and logistics company has decided that it no longer requires a Head Office in Nairobi and its strategic aim is to become a virtual organisation. Discuss FOUR management information system technologies that could be used to create a virtual organisation. [8 Marks]
- b. Explain the differences between budget development, procurement, project ledger modules. [6 Marks]
- c. In the context of Business management information systems, describe Enterprise Resource Planning (ERP) systems and evaluate their benefits. [6 Marks]

QUESTION FOUR [20 MARKS]

- a. Implementing a customer relationship management (CRM) solution might involve considerable time and expense. However, there are many potential benefits. Discuss any FOUR of these potential benefits. [8 Marks]
- b. The implementation of a customer relationship management (CRM) solution is best treated as a six-stage process, moving from collecting information about your customers and processing it to using that information to improve your marketing and the customer experience. Describe the SIX stages of CRM implementation. [12 Marks]

QUESTION FIVE [20 MARKS]

- a. Discuss the FIVE steps in developing an e-commerce security plan. [10 Marks]
- b. Explain any THREE design techniques used in PLM. [6 Marks]
- c. Identify any FOUR benefits and associated with Marketing Information Systems (MkIS). [4 Marks]