



(Knowledge for Development)

KIBABII UNIVERSITY

(KIBU)

UNIVERSITY EXAMINATIONS

2020/2021 ACADEMIC YEAR

SPECIAL/SUPPLEMENTARY EXAMINATIONS

YEAR TWO SEMESTER TWO EXAMINATIONS

FOR THE DEGREE OF

BACHELORS OF SCIENCE

(INFORMATION TECHNOLOGY)

COURSE CODE: BIT 226

COURSE TITLE: BUSINESS APPLICATION SOFTWARE

DATE: 13/01/2022

TIME: 8.00 A.M. – 10.00 A.M.

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

QUESTION ONE (COMPULSORY) [30 MARKS]

- a. Define the following terminologies. [3 Marks]
- Product lifecycle management
 - Business process
 - Marketing information system
- b. i. State any one reason why information systems are so important for business today. [1 Mark]
- ii. Identify four areas where PLM software is used within an organization. [4 Marks]
- c. Distinguish between the following types of information systems. [4 Marks]
- Transaction processing systems and Management information systems
 - Decision support systems and executive support systems
- d. In the context of IS, describe Enterprise Resource Planning (ERP) systems and evaluate their benefits. [8 Marks]
- e. Describe the purpose of accounting information systems. [2 Marks]
- f. Identify two possible drawbacks of implementing CRM in an organization. [2 Marks]
- g. Differentiate between e-commerce and e-business. [2 Marks]
- h. Identify four functions of PLM software. [4 Marks]

QUESTION TWO [20 MARKS]

- a. The finance manager of a local company wishes to develop his own spreadsheet-based Decision Support System (DSS) that will help determine the financial feasibility of any potential project the organisation is considering. Discuss three benefits and two potential problems that might arise as a result of the DSS being developed by the finance manager. [10 Marks]
- b. Describe five technology and business trends that have enhanced the role of information systems in today's competitive business environment. [10 Marks]

QUESTION THREE [20 Marks]

- a. Using a well labelled five levels model, describe the different types of data/information/knowledge that are processed at different levels in the organization. [10 Marks]
- b. Describe the phases of product lifecycle management. [8 Marks]

QUESTION FOUR [20 Marks]

- a. Explain four roles of knowledge management systems in the enterprise. [8 Marks]
- b. Describe four organizational processes supported by knowledge management applications. [8 Marks]
- c. Explain any two differences between the characteristics of MIS and DSS. [4 Marks]

QUESTION FIVE [20 Marks]

- a. Explain five reasons why business organizations should keep up with the technology. [10 Marks]
- b. Discuss the five steps in developing an e-commerce security plan. [10 Marks]