(Knowledge for Development)

KIBABII UNIVERSITY
(KIBU)

UNIVERSITY EXAMINATIONS
2020/2021 ACADEMIC YEAR

END OF SEMESTER 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: 08/10/2021   **TIME: 9.00 A.M-11.00 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]

    i. End-user programming

    ii. Enterprise resource planning system

    iii. Human Resource Information System

b. Describe three benefits an organization can attain by using of business management information system. [6 Marks]

c. Identify any three types of TPS in business organizations. [3 Marks]

d. Explain how deployment of ERP system has changed the way Kibabii University works. [2 Marks]

e. Describe an Accounting Information System. [2 Marks]

f. Explain any four ways of using computing to grow business. [8 Marks]

g. 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]

QUESTION TWO [20 MARKS]

a. Describe the relationship between TPS and MIS. [2 Marks]

b. An expert system is a computerized advisory program that attempts to imitate the reasoning process of experts in solving difficult problems. Defend and criticize expert systems as a replacement for knowledge workers. [6 Marks]

c. i. Explain any three challenges posed by the existence of various types of information systems in the enterprise. [6 Marks]

ii. Explain how the challenges explained in (i) above can these challenges be addressed. [6 Marks]

QUESTION THREE [20 MARKS]

TELX Company is considering the installation of document management systems and workflow systems. The company deals with many thousands of transactions each day, including those received on paper, electronically and as a result of telephone calls. As an expert, the management have invited you to help them by answering the questions posed.

a. Describe the main features of a document management system. [6 Marks]

b. Describe the main features of a workflow system. [6 Marks]

c. Using examples, explain how a combination of document management systems and workflow systems could improve productivity in the large organisation described above.

[8 Marks]

QUESTION FOUR [20 MARKS]

a. Explain why organizations are trying to integrate their business processes.   [2 Marks]

b. In the context of IS, describe Customer Relationships Management (CRM) systems and evaluate their benefits.   [8 Marks]

c. 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. Identify the SIX stages of CRM implementation.   [6 Marks]

d. Discuss any two factors to consider in designing a successful website.   [4 Marks]

QUESTION FIVE [20 MARKS]

A transport and logistics company has decided that it no longer requires a Head Office and its strategic aim is to become a virtual organisation.

a. Discuss five IS technologies that could be used to create a virtual organisation.

[10 Marks]

b. The company's auditors have concerns that information held by the virtual company would lack security. Describe five measures that could be adopted to ensure this information remains secure.   [10 Marks]