

FINAL EXAMINATION
MARCH 2023

COURSE TITLE	INTRODUCTION TO BUSINESS INFORMATION SYSTEMS
COURSE CODE	RMGT1223
DATE/DAY	21 JUNE 2023 / WEDNESDAY
TIME/DURATION	09:00 AM - 11:00 AM / 02 Hour(s) 00 Minute(s)

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(This Question Paper consists of 7 Printed Pages including front page)

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This question paper contains **TWO (2)** sections in this examination paper. Please answer **ALL** questions in the answer booklet. **[60 MARKS]**

SECTION A

(20 Marks)

There are **TWENTY (20)** questions in this part of the examination paper. Answer **ALL** question in the answer booklet.

1. A collection of text, numbers and symbols with no meaning is _____.
 - A. data.
 - B. information.
 - C. knowledge.
 - D. symbol.

2. The below answers are type of files format **EXCEPT** _____.
 - A. .png
 - B. .docx
 - C. .aac
 - D. .com

3. The following answer is type of application software **EXCEPT** _____.
 - A. Microsoft Word.
 - B. Microsoft Windows 10.
 - C. Microsoft Excel.
 - D. none of the answer.

4. Software licensing is defined as a _____.
 - A. legal hardware governing the usage or redistribution of software.
 - B. legal software governing the usage or reselling of software.
 - C. legal application governing the usage or reselling of software.
 - D. legal instrument governing the usage or redistribution of software.

5. Open-source software can be defined as _____.
- A. free software that not permits users to use, change, and improve it.
 - B. free software that permits users to do whatever they want.
 - C. free software that permits users to use, change, and improve the software.
 - D. free software that permits users to redistribute and charge fees.
6. System units refers to _____.
- A. a case that contains electronic components of motherboard.
 - B. a case that contains electronic components of system.
 - C. a case that contains electronic components of networks.
 - D. a case that contains electronic components of computer.
7. _____ is referring to any data and instructions that will be displayed on a monitor.
- A. Hardware
 - B. Input
 - C. Output
 - D. Software
8. Listed below are input devices, **EXCEPT** _____.
- A. keyboard.
 - B. scanners.
 - C. mouse.
 - D. application.
9. An (A) _____ keyboard has a design that reduces the chance of repetitive strain injuries of wrist and hand.
- A. ergonomic
 - B. economic
 - C. flexible
 - D. none of the answer

10. Output is _____.

- A. a light-sensing input device that reads printed text and graphics.
- B. a meeting between two or more geographically separated people.
- C. data that has been processed into a useful form.
- D. process of capturing full-motion images and storing them on a computer.

11. The answer below refers to output devices **EXCEPT** _____.

- A. headphones.
- B. earbuds.
- C. joysticks.
- D. RAM.

12. The answer below refers to current trends in computer hardware platforms **EXCEPT** _____.

- A. lead computing.
- B. virtualization.
- C. cloud computing.
- D. green computing.

13. The characteristics of valuable information including all of these **EXCEPT** _____.

- A. relevant.
- B. authoritative.
- C. obscure.
- D. easy to use.

14. "The application of new ideas to the products, processes, and activities of a firm, leading to increased value."

The above statement refers to _____.

- A. creativity.
- B. motivation.
- C. innovation.
- D. intellectual.

15. Downsizing can be defined as _____.

- A. reducing workload and maintaining employees in organization.
- B. closing down organization once for all.
- C. asking employees to do extra work for higher production.
- D. reducing the number of employees to cut cost.

16. "Key value chain in a manufacturing organization"

The statement provided above refers to _____.

- A. supply chain.
- B. value chain.
- C. supply chain management.
- D. value chain management.

17. Which of the following answer is **NOT** referring to the components of digital networking technologies?

- A. Client/server computing.
- B. Internet.
- C. Multimedia.
- D. Packet switching.

18. WAN covers area which usually involves transcontinental or global area. What does WAN stand for?

- A. Wifi Automated Network.
- B. Wide Area Network.
- C. World Augmented Network.
- D. Where Area Networking.

19. Which of the following statement is **NOT** referring to Radio Frequency Identification (RFID)?

- A. Requires companies to have special hardware and software.
- B. Reduction in cost of tags making RFID viable for many firms.
- C. Use tiny tags with embedded microchips containing data about an item and location.
- D. Tag antennas to transmit radio channels over long distances to special RFID readers.

20. Which of the following are features of electronic commerce?

- i. Goods can be advertised, and prices compared.
- ii. There is physical contact between buyer and seller.
- iii. Transactions can be processed quickly.
- iv. Services are available 24 hours a day.

- A. i, ii and iii
- B. ii, iii and iv
- C. i, iii and iv
- D. All the above


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SECTION B

(40 Marks)

There are TWO (2) questions in this part of the examination paper. Answer ALL question in the answer booklet.

1. The advent of the information system has opened the world to a new way of communicating using internet technology. This technology provides an opportunity to keep in touch through live conversations, instant messaging, emails, live visual discussions, and more. There are clear advantages and disadvantages that needs to be considered when planning and engaging in an online communication.
 - a. List and discuss **FIVE (5)** advantages of online communication. (10 marks)
 - b. List and discuss **FIVE (5)** disadvantages of online communication. (10 marks)

2. Customer Relation Management (CRM) is an information system that assist an organization to improve customer service. The goal of a CRM system is to create a better customer experience. When your customers have a good sales experience, you are more likely to experience an increase in sales as a result. To get the most out of your CRM, you must have a clear set of goals and objectives. The top five CRM goals to keep in mind include:
 - i. improving business efficiency
 - ii. improving customer satisfaction
 - iii. expanding your customer base
 - iv. enhancing your sales and
 - v. supporting teams
 - vi. building long-term relationships
 - a. There are five goals and objectives listed above. Elaborate **TWO (2)** of the goals and objectives. (10 marks)
 - b. Why do an organization need to implement CRM system? (5 marks)
 - c. What are the benefits of CRM system? (5 marks)

***** END OF QUESTION PAPER *****