



(Knowledge for Development)

KIBABII UNIVERSITY

(KIBU)

**UNIVERSITY EXAMINATIONS
2018/2019 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: 27/05/2019 TIME: 9.00A.M – 11.00A.M

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTIONS ONE AND ANY OTHER TWO

QUESTION ONE [COMPULSORY] [30 MARKS]

- a. Discuss any **two** ways in which businesses can use information technology to grow. [4 Marks]
- b. Technology has changed business. Describe any **three** ways in which information technology has changed or is changing business activity. [6 Marks]
- c. Identify the four types of TPS in business organizations. [4 Marks]
- d. 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]
- e. Identify any **two** functional units of an organization. [2 Marks]
- f. State any **two** factors to consider in developing a good user interface. [2 Marks]
- g. Describe Customer Relationships Management (CRM) systems and outline any **two** of their benefits. [6 Marks]

QUESTION TWO [20 MARKS]

- a. Describe **five** technology and business trends that have enhanced the role of information systems in today's competitive business environment. [10 Marks]
- b. Describe **three** levels of management, and explain the differing information requirements at each level. [10 Marks]

- 1. Data
- 2. TPS
- 3. MIS

QUESTION THREE [20 MARKS]

- a. Describe Enterprise Resource Planning (ERP) systems and discuss their benefits to organisations that use them. [8 Marks]
- b. Describe any **four** characteristics of Enterprise content management. [8 Marks]
- c. Identify **four** functions of PLM software. [4 Marks]

- Regi
- domain

QUESTION FOUR [20 MARKS]

- a. Ever since businesses realized that the Internet is the ultimate resource to reach more people in less time for less than most other marketing mediums, many businesses are moving to the global marketplace. As an IT expert, explain to a small business owner what he requires to place his business on the web. [8 Marks]
- b. Website metrics are a way to measure how people are interacting with your website. Describe any six metrics that you should be tracking when measuring a website success. [12 Marks]

Conversion

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QUESTION FIVE [20 MARKS]

- a. Kibabii University is considering the installation of document management systems and workflow systems. The University deals with many thousands of transactions each day, including those received on paper, electronically and as a result of telephone calls.
 - i. Describe the main features of a document management system. [6 Marks]
 - ii. Describe the main features of a workflow system. [6 Marks]
- b. Using examples, explain how a combination of document management systems and workflow systems could improve productivity of Kibabii University. [8 Marks]