



KIBABII UNIVERSITY COLLEGE

*(A Constituent College of Masinde Muliro University of Science
Technology)*

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**UNIVERSITY REGULAR EXAMINATIONS
2ND SEMESTER 2012 /2013 ACADEMIC YEAR**

**FOR THE DEGREE OF
BACHELOR OF SCIENCE (INFORMATION TECHNOLOGY)
(MAIN EXAMINATION)**

COURSE CODE: BIT 224

COURSE TITLE: BUSINESS APPLICATION SOFTWARE

DATE: 23rd August 2013

TIME: 2.00pm – 5.00pm

INSTRUCTIONS

Answer questions one and any other two questions only.

Question one carries 30 marks and the other questions carry 20 marks each

Question One (30 marks- Compulsory)

- a) Explain the following [6 Marks]
- i. Information technology
 - ii. Information systems
 - iii. Systems software
- b) The use of Business Information systems experiences a lot of challenges. Any organization that intends to embrace the use of the same must try to resolve these challenges. Briefly explain any Four of such challenges [8 marks]
- c) State any FOUR areas that depicts future trends in the use of ICT and more specifically Business application software in our society [4 Marks]
- d) State and explain THREE major roles of business applications of information systems [6 Marks]
- e) Information technology creates strategic opportunity and advantage to business organization. But the kind of getting the competitive advantage depends on the organizations' capability to use IT and its innovation as uniqueness in their business. State and explain various perspectives in which strategic opportunity and advantage that business application software can be viewed. [6 Marks]

Question Two (20 Marks)

- a) Briefly state and explain Three dimensions of Business Information Systems [12 Marks]
- b) A common activity associated with e-business is e-commerce. However, e-commerce involves varied activities. State and explain any FOUR type of e-commerce. [8 Marks]

Question Three (20 Marks)

- a) Control upon information systems are based on two underlying principles of the need to ensure the accuracy of the data held by the organization and the need to protect against loss or damage. State and explain any Five common threats faced by organizational information systems [10 marks]

- b) Security of business application software is one of the key pillars to successful implementation of the systems in business organizations. State and explain FIVE characteristics of information systems security. [10 marks]

Question Four (20 Marks)

- a) Most businesses have a variety of requirements for information. Senior managers need information to help with their business planning. Middle management needs more detailed information to help them monitor and control business activities. Employees with operational roles need information to help them carry out their duties. State and explain FIVE main categories of such systems [10 Marks]
- b) Assume that you are a manager for a bank and that the bank intends to introduce business information systems and related applications. State and explain any FIVE factors that can be conceived as driving force for these systems [10 Marks]

Question Five (20 Marks)

- a) Explain how one will be able to use the following Business application software to improve on service delivery and efficiency in an organization [10 Marks]
- i. Word processors
 - ii. Database applications
 - iii. Desktop publishing software
 - iv. Presentation software
 - v. Communication software
- b) There are a number of factors that will influence the choice of software acquisition. State and explain any five of such factors [10 Marks]



**KIBABII UNIVERSITY COLLEGE
(Constitute college of MMUST)**

**UNIVERSITY EXAMINATIONS
2012/2013 ACADEMIC YEAR**

SECOND YEAR SECOND SEMESTER EXAMINATIONS

FOR THE DEGREE OF

BACHELOR OF SCIENCE (INFORMATION TECHNOLOGY)

CODE: BIT 224

TITLE: BUSINESS APPLICATION SOFTWARE

SOLUTION

TIME: 3HOURS

DATE: ____ / 08 / 2013

INSTRUCTIONS

Answer questions one and any other two questions only.

Question one carries 30 marks and the other questions carry 20 marks each

Question One (30 marks- Compulsory)

f) Explain the following [6 Marks]

- iv. Information technology
- v. Information systems
- vi. Systems software

g) The use of Business Information systems experiences a lot of challenges. Any organization that intends to embrace the use of the same must try to resolve these challenges. Briefly explain any Four of such challenges [8 marks]

Soln

Lack of awareness and mindset

Lack of top-level commitment

Creating ownership

Making ICT responsive to org vision and mission

Defining role of ICT in organization

h) State any FOUR areas that depicts future trends in the use of ICT and more specifically Business application software in our society [4 Marks]

Soln

Artificial Intelligence

Pervasive computing

IP convergence

Cloud computing

i) State and explain THREE major roles of business applications of information systems [6 Marks]

Support Business Process and Operations.

Support Business Decisions.

Support strategies for competitive advantages

j) Information technology creates strategic opportunity and advantage to business organization. But the kind of getting the competitive advantage depends on the

organizations' capability to use IT and its innovation as uniqueness in their business. State and explain various perspectives in which strategic opportunity and advantage that business application software can be viewed. [6 Marks]

Soln

- Create competitive advantage:IT makes it possible to develop competitive advantages.
- New Business Models:Dell Computer has built its competitive advantage on an IT enabled build-to-order business model that other firms have not been able to imitate.
- Create new services:IT makes it possible to develop Create and develop new services. E.g. E Bay has developed the largest auction trading platform for millions of individuals and businesses.
- Differentiate the organization from the competitors:IT and its innovation may be adopted as uniqueness in their business to differentiate the organization from the competitors

Question Two (20 Marks)

c) Briefly state and explain Three dimensions of Business Information Systems [12 Marks]

Soln

1. Organizations: Senior management, Middle management, and Operational management
2. Managers: Sense makers, Decision makers, Planners , Innovators of new processes , Leaders: set agendas
3. Technology:
 - Hardware: Physical equipment
 - Software: Detailed preprogrammed instructions
 - Storage: Physical media for storing data and the software
 - Communications technology: Transfers data from one physical location to another
 - Networks: Links computers to share data or resources

d) A common activity associated with e-business is e-commerce. However, e-commerce involves varied activities. State and explain any FOUR type of e-commerce. [8 Marks]

Soln

Business-2 Business
Business to Customer
Business to government
Customer to customer
Mobile commerce (m-commerce)

Question Three (20 Marks)

- c) Control upon information systems are based on two underlying principles of the need to ensure the accuracy of the data held by the organization and the need to protect against loss or damage. State and explain any Five common threats faced by organizational information systems [10 marks]

Soln
Accidents
Natural disasters
Sabotage
Vandalism
Theft
Unauthorized use
Computer viruses

- d) Security of business application software is one of the key pillars to successful implementation of the systems in business organizations. State and explain FIVE characteristics of information systems security. [10 marks]

Soln
Authenticity
Confidentiality
Availability
Integrity
Non-repudiation

Question Four (20 Marks)

- c) Most businesses have a variety of requirements for information. Senior managers need information to help with their business planning. Middle management needs more detailed information to help them monitor and control business activities. Employees with operational roles need information to help them carry out their duties. State and explain FIVE main categories of such systems [10 Marks]

Soln
- Management information systems
- Decision support systems
- Executive support systems
- Transaction processing systems
- Office automation systems

- d) Assume that you are a manager for a bank and that the bank intends to introduce business information systems and related applications. State and explain any FIVE factors that can be conceived as driving force for these systems [10 Marks]

Soln

1. Operational excellence:
2. New products, services, and business models:
3. Customer and supplier intimacy:
4. Improved decision making:
5. Competitive advantage:
6. Survival: Information systems can also be a necessity of doing business.

Question Five (20 Marks)

- c) Explain how one will be able to use the following Business application software to improve on service delivery and efficiency in an organization [10 Marks]

- vi. Word processors
- vii. Database applications
- viii. Desktop publishing software
- ix. Presentation software
- x. Communication software

- d) There are a number of factors that will influence the choice of software acquisition. State and explain any five of such factors [10 Marks]

Soln

Cost

Time

Quality

Organization size

Complexity of IS

In-house expertise/ IT experts

Uniqueness of the business

Linkages with existing application software