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UNIVERSITY REGULAR EXAMINATIONS

2013 /2014 ACADEMIC YEAR

2ND YEAR 2ND SEMESTER EXAMINATIONS

(MAIN EXAMINATION)

BACHELOR OF SCIENCE

IN INFORMATION TECHNOLOGY

COURSE CODE: BIT 224

COURSE TITLE: BUSINESS APPLICATIONS SOFTWARE

DATE: 23RD APRIL, 2014   **TIME:** 9:00A.M. -12 NOON.

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INSTRUCTIONS TO CANDIDATES:

Attempt question **ONE (1)** and **ANY TWO (2)** other questions from section B.

SECTION A (Compulsory – 30 Marks)

QUESTION 1

a) Explain each of the following terms in relation to Business Applications within an organization:

    (i)   Customer Relationship Management (CRM)   (3 Marks)

    (ii) Expert System   (3 Marks)

    (iii) Neural networks   (2 Marks)

    (iv) Virtual Reality   (2 Marks)

b) (i) Explain why banks and other financial institutions have been leading users of Artificial Intelligence technologies like neural networks   (4 Marks)

    (ii) Explain four benefits and four limitations of this technology   (4 Marks)

c) Explain the main challenges of Enterprise Information Systems.   (8 Marks)

d) Outline four parameters quality information   (4 Marks)

SECTION B (Attempt any TWO Questions from this section – 40 Marks)

QUESTION 2

Explain the following types of Information Systems

 a) Decision Support Systems: (6 Marks)

 b) Management Information Systems: (7 Marks)

 c) Executive Information Systems: (7 Marks)

QUESTION 3

a) Customer Relationship Management (CRM) can be viewed as an integrated system of web enabled software tools and databases accomplishing a variety of customer-focused business processes that support three phases of the relationship between a business and its customer.

    (i) Explain these phases   (6 Marks)
    (ii) There are four types of CRM implementations done by organizations. Explain these four types of CRM   (8 Marks)

b) Discuss one solution that you have researched on as one of the best CRM applications for small and medium-sized businesses. (6 Marks)

QUESTION 4

a) Explain the concept of Enterprise Resource Planning in an organization (5 Marks)

b) Explain five reasons for the growth of the ERP market (10 Marks)

c) Explain why many ERP implementations fail. (5 Marks)

QUESTION 5

Describe, with the aid of a diagram, the stages of Product Life Cycle (20 Marks)