

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS MANAGEMENT
MARKETING INFORMATION SYSTEMS AND E-COMMERCE – CBU 2104
SUPPLEMENTARY EXAMINATION – AUGUST 2010
TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

Answer question **one** and any other **three** questions from section B.

INFORMATION TO CANDIDATES

- i) Questions may be answered in any order.
- ii) All questions carry **25** marks.
- iii) Credit will be given for use of pertinent examples.
- iv) This paper consists of **six** questions.

SECTION A

QUESTION 1

An information systems manager has been resisting the introduction of a Database Management System (DBMS) in his organization. The information systems manager feels that the best way to use data depends on the most efficient way to store them. Therefore the systems staff should elect a file organization that optimizes storage space and store the data in that format. Users can then tailor needs to use the structure elected by the systems staff. The Manager asks, ‘why should we go to the trouble and expense of installing a DBMS?’

Write a convincing report to the manager on the role of the DBMS in business management in answer to his question. **[25 Marks]**

SECTION B

QUESTION 2

You have been asked to present a paper at a business seminar. The organizers want you to define controls and to distinguish between general controls and applications control. **[25 Marks]**

QUESTION 3

Write short notes on the following:

- a) B2B, C2B, B2C, C2C **[5 Marks]**
- b) I/P/O Cycle **[5 Marks]**
- c) Operating System **[5 Marks]**
- d) Database administrator **[5 Marks]**
- e) Internet **[5 Marks]**

QUESTION 4

A firm can survive and succeed in the long run if it successfully develops strategies to confront five competitive forces that shape the structure of competition in its industry.

- a) Discuss the competitive strategies that an industry/business of your choice can develop to counter the actions of the competitive forces they confront in the market place. **[15 Marks]**
- b) How does this industry/business use information systems to implement the five competitive strategies for strategic advantage? **[10 Marks]**

QUESTION 5

Discuss the output subsystem of MkIS framework. **[25 Marks]**

QUESTION 6

With reference to the following educational videos: 'IT Decisions, IT Horror Stories and Information Systems At Work':

- a) What are some of the problems that one faces when implementing computer based information systems? **[15 Marks]**
- b) How can these problems be avoided? **[10 Marks]**

END OF EXAMIANTION

