NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS MANAGEMENT
MSC IN MARKETING
MARKETING INFORMATION SYSTEMS & E-COMMERCE – CBU 5201
TIME ALLOWED: 3 HOURS 30 MINUTES
Supplementary Exam June 2008

<u>**INSTRUCTIONS**</u>
*Answer **all** questions.*
*Each question carries **25 marks.***

<u>**QUESTION 1**</u>

Database Management Systems provide opportunities and advantages, but these
advantages come at a price particularly concurrency protection issues.

Describe three levels of concurrency protection that might be provided in a database. **[25]**

<u>**QUESTION 2**</u>

Using an organisation of your choice, describe Porters and Miller's value chain.   **[25]**

<u>**QUESTION 3**</u>

Using real life examples, explain five types of transaction processing (TPS).   **[25]**

<u>**QUESTION 4**</u>

Explain how the ownership of data changes when an organisation migrates from a file
system to a database management system.   **[25]**

END OF PAPER!!!