



STAMFORD COLLEGE
SCHOOL OF BUSINESS, MARKETING AND ACCOUNTING

DIPLOMA IN BUSINESS ADMINISTRATION
(SEMESTER 7)

DBA 303: BUSINESS INFORMATION SYSTEM

Date : 2 August 2007
Time : 9.30am-12.30pm

Duration: 3 hours

Instructions to Candidates

Section A : Answer all questions.

Section B : Answer TWO out of FOUR questions .

Please ensure that this examination paper contains TWENTY FIVE multiple choice questions and FOUR essay questions on SIX printed pages before you start the examination.

Books, papers and other written materials are not allowed to be brought into the examination hall. A candidate who violates the examination rules of Stamford College or commits a malpractice will be disqualified from the examination.

Write your Examination Index Number on each page of your answer booklet.

Attached is the Answer Sheet for Section A.

SECTION A: MULTIPLE-CHOICE QUESTIONS

Answer ALL questions.

1. Which of the following is NOT a function of a computer?
 - A. Interprets output
 - B. Assists decision making
 - C. Stores and retrieves data
 - D. Performs arithmetic logic
 - E. Tests relationships logically

2. The conceptual resources of the business organizations are:
 - A. known as tangible assets
 - B. exists physically and can be touched
 - C. normally used to support organization's activities
 - D. normally directed towards the production of a product
 - E. all of the above

3. Which of the following transmission permits data to move only one way at a time?
 - A. Half-duplex
 - B. Full-duplex
 - C. Simplex
 - D. Round-duplex
 - E. Single-duplex

4. Examples of data include:
 - A. sales report
 - B. bank statements
 - C. customer records
 - D. details of the employee
 - E. measurements on a production line

5. ROM and RAM are types of _____ units.
 - A. input
 - B. output
 - C. storage
 - D. scanning
 - E. processing

6. Most e-commerce actually takes place between businesses, which is called _____.
 - A. consumer-to-business (C2B) e-commerce
 - B. business-to-consumer (B2C) e-commerce
 - C. consumer-to-consumer (C2C) e-commerce
 - D. business-to-business (B2B) e-commerce
 - E. none of the above

7. _____ is the process of a computer receiving information, such as a Web page, from a server on the Internet.
- A. Streaming
 - B. Downloading
 - C. Flowing
 - D. Uploading
 - E. Sharing
8. External storage that is typically used for long term storage of instructions or data is _____
- A. binary storage
 - B. main memory
 - C. short memory
 - D. secondary storage
 - E. drive storage
9. Users of the computer-based information systems include:
- A. managers and non-managers
 - B. persons in the firm's environment
 - C. other company in the firm's environment
 - D. A and B
 - E. all of the above
10. _____ is the process of using communication facilities such as the telephone system and microwave relays to send data between computers.
- A. Telecommunication
 - B. Modulation
 - C. Demodulation
 - D. Multiplexing
 - E. Gateways
11. Which of the following is NOT the advantage of using Local Area Network?
- A. Eliminate security and data loss problems
 - B. Avoid software compatibility problems
 - C. Share computer resources
 - D. Improve communication
 - E. Share information
12. Which of the following is NOT true?
An Internet Website can enhance productivity through _____
- A. accepting orders
 - B. conducting research
 - C. providing product information
 - D. processing orders and payment
 - E. managing supply chain management

13. Computer literacy means _____
- A. being knowledgeable in advanced mathematics and electronics
 - B. having a complete understanding of how computers work internally
 - C. having a general knowledge and understanding of computers
 - D. being able to use the most advanced features of a computer
 - E. being able to use the most recent features of a computer
14. Which of the following is NOT true?
- A. Decisions are made to solve problems
 - B. Decisions are made by computers
 - C. Decisions are made to take advantages of opportunities
 - D. Decisions are courses of action that are taken to reduce negative effects
 - E. None of the above
15. The advantage of using traditional file systems to store data is that it _____
- A. reduce data redundancy problems
 - B. eliminates data isolation problems
 - C. reduce data inconsistency problems
 - D. increase data simplicity
 - E. increase data integrity
16. The set of related programs and data that are used to solve semi-structured and unstructured problems is referred to as _____
- A. Management Information System
 - B. Transaction Processing System
 - C. Decision Support System
 - D. Accounting Information System
 - E. Executive Information System
17. The automated ticket issuing machine is an example of _____
- A. Management Information System
 - B. Transaction Processing System
 - C. Decision Support System
 - D. Accounting Information System
 - E. Executive Information System
18. Which of the following is known as personal computer?
- A. Server
 - B. Workstation
 - C. Microcomputer
 - D. Supercomputer
 - E. Mainframe computers

19. In the DSS model, GDSS software adds a(n) _____ capability to the DSS.
- A. intelligence
 - B. consulting
 - C. modelling
 - D. communications
 - E. processing
20. The financial information system is primarily concerned with the flow of _____ through the firm.
- A. information
 - B. materials
 - C. protocols
 - D. human resources
 - E. none of the above
21. E-commerce and the use of internet technology are driving the move towards:
- A. digital firms
 - B. new tax laws
 - C. multinational organizations
 - D. fibre-optic networks worldwide
 - E. satellite communications service
22. Which of the following is NOT the main characteristic of a mainframe?
- A. Considered extremely expensive to purchase and operate
 - B. Extremely large and were often housed in their own specialised building
 - C. Extremely flexible and are considered general-purpose machines
 - D. Have little direct interaction with the users
 - E. Programming was considered difficult and non-interactive
23. Cross-functional processes cut across the traditional organizational structure, grouping employees from _____ to complete a piece of work.
- A. standardized work flows
 - B. the company's internet
 - C. outside organization
 - D. different functional specialties
 - E. senior management and knowledge workers
24. When the information transmission is done through the atmosphere, it is called _____.
- A. wireless infrared transmission
 - B. wireless network transmission
 - C. satellite transmission
 - D. microwave transmission
 - E. packet transmission

25. _____ is the software that tells the computer how to solve a problem or perform a particular tasks; it helps the user work faster, more efficiently and more productively.
- A. Application software
 - B. Operating software
 - C. Integrated program
 - D. A device driver
 - E. An interface

(Total = 50 marks)

SECTION B: ESSAY QUESTIONS

Answer TWO out of FOUR questions.

Question 1

- (a) Identify and briefly describe TWO positive impacts and TWO negative impacts of computer processing in a business environment.
(14 marks)
 - (b) Discuss the TWO components of a computer system. Draw a diagram to illustrate the relationship between the components and the user to support your answer.
(11 marks)
- (Total=25 marks)

Question 2

- (a) Briefly discuss the concept of E-Commerce, and give TWO benefits and TWO constraints of E-Commerce.
(10 marks)
 - (b) Based on each of the following application, explain how a business could exploit the different forms of Internet access for business advantage.
 - i) Internet
 - ii) Intranet
 - iii) Extranet
(15 marks)
- (Total=25 marks)

Question 3

- (a) Briefly discuss the concept of information system.
(5 marks)
 - (b) Explain how computer-based information systems can support managers at each level of an organization.
(20 marks)
- (Total=25 marks)

Question 4

It is generally agreed that one of the key functions of management is decision making. Using specific examples, describe:

- (a) the types of decisions that managers are required to take.

(10 marks)

- (b) the stages involved in making a decision.

(15 marks)

(Total=25 marks)

- END OF PAPER -