



STAMFORD COLLEGE

SCHOOL OF BUSINESS

DIPLOMA IN CORPORATE ADMINISTRATION (SEMESTER 4)

DCA 202: INFORMATION TECHNOLOGY

Date : 24 July 2007 (Tuesday)

Time : 2.30 PM – 4.30 PM

Duration: 2 hours

Instructions to Candidates

Question 1 from Section A is compulsory. Answer TWO out of FOUR questions in Section B.

Please ensure that this examination paper contains FIVE questions on THREE 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.

SECTION A (COMPULSORY)

Question 1

- (a) Name and describe two components of the Central Processing Unit (CPU). (1 mark)
- (b) Differentiate between systems software and application software. (1 mark)
- (c) Differentiate between data and information. (1 mark)
- (d) Describe the following networking terms:
 - (i) Local Area Network (½ mark)
 - (ii) Word Wide Web (½ mark)
 - (iii) HTTP (½ mark)
 - (iv) Modem (½ mark)
- (e) Differentiate between these two types of E-commerce: B2C and B2B. (1 mark)
- (f) Distinguish between pure and partial E-commerce. (1 mark)
- (g) Briefly discuss two ethical issues relating to E-commerce. (2 marks)
- (h) Describe the term information system. (1 mark)

(Total = 10 marks)

SECTION B

Answer TWO out of FOUR questions.

Question 2

- (a) What is E-commerce? Give TWO limitations (disadvantages) of E-commerce. (4 marks)
- (b) There are many types of E-commerce business models that exist in the world today. Briefly discuss THREE models. (6 marks)
- (c) A company, Blue Nile (www.bluenile.com) manages to sell its diamonds 35% cheaper than its rival's via E-commerce. Discuss the benefits of E-commerce in the above situation. (10 marks)

(Total = 20 marks)

Question 3

- (a) Draw a diagram that illustrates the FOUR information levels and the FIVE functional areas of an organisation. (4 marks)
- (b) List SIX major types of information systems and differentiate them in terms of their information output (i.e., what type of output is created by each system?). (6 marks)
- (c) Milk Asia is a dairy products company that produces 20 products with up to 200,000 orders per year. Discuss FIVE ways in which a computerised information system can help Milk Asia achieve a competitive advantage in the dairy industry. (10 marks)
- (Total = 20 marks)

Question 4

- (a) Describe a DBMS and draw a diagram that illustrates the concept. (4 marks)
- (b) Differentiate between these two architectures:
- (i) file-based server
 - (ii) client/server
- Draw a diagram illustrating each architecture. (6 marks)
- (c) EZDoesIt is an agency that uses office software and data in each of its departments. Each department maintains its own copy of data. The newly appointed general manager of EZDoesIt, Datuk Adam, believes that this system of work should be changed. However, the staff are resistant to change and believe that the current system of work is working well. Datuk Adam has given you the task of convincing the staff of the need for a DBMS. You are to list and explain FIVE benefits of a DBMS. (10 marks)
- (Total = 20 marks)

Question 5

(a) Describe the meaning of the following terms:

- (i) WAN
- (ii) search engine
- (iii) blog
- (iv) Intranet
- (v) IP address

(5 marks)

(b) Your uncle has decided to become an entrepreneur. He comes to you for advice on how to make money on the Internet. Discuss THREE existing major legitimate (lawful) methods of making money on the Internet.

(15 marks)

(Total = 20 marks)

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