(University of Choice)

MASINDE MULIRO UNIVERSITY OF SCIENCE AND TECHNOLOGY (MMUST)

MAIN CAMPUS

UNIVERSITY EXAMINATIONS

2022/2023 ACADEMIC YEAR

SECOND YEAR SECOND SEMESTER EXAMINATIONS

(MAIN)

FOR THE DEGREE

OF

BACHELOR OF KNOWLEDGE MANAGEMENT AND INFORMATION SYSTEMS

COURSE CODE: BIK 314

COURSE TITLE: BUSINESS APPLICATION SOFTWARE

DATE: 07/12/2022   **TIME:** 8:00-10:00AM

INSTRUCTIONS TO CANDIDATES

Question ONE (1) is compulsory
Answer TWO (2) questions

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

QUESTION ONE

(a) Identify and briefly explain any three critical benefits business software can bring to the businesses. (6 marks)

(b) Business software is likely to be developed specifically for a business and therefore not easily transferrable to a different commercial enterprise. However, under certain special circumstances, transferring may be possible. Identify and explain any of such special circumstances where transferring may be possible? (4 marks)

(c) Briefly explain what business software is (2 marks)

(d) State any two ways by which business applications are built? (2 marks)

(e) Explain the following systems as applied in businesses;
  1. Decision support system (DSS)
  2. Customer Relationship Management Dashboard (CRM Dashboard)
  3. Enterprise Resource Planning (ERP)
  4. Customer Relationship Analysis (CRA)
  5. Executive Information Systems (15 marks)

(f) Differentiate between bespoke and user in-house applications (1 mark)

QUESTION TWO

(a) State any FIVE types of business tools and briefly explain how they can be used in managing businesses. (10 marks)

(b) Give a brief history on how business software emerged. (10 marks)

QUESTION THREE

(a) What contribution did the arrival of the internet bring to businesses when it became a household word? (3 marks)

(b) Business applications can break when unexpected error occurs after their deployment. Explain any FIVE reasons that could make the error to occur. (10 marks)

(c) Explain the procedures the business application support team could go through in solving the following errors;

  1. Reporting error (3 marks)

  2. Notification errors (2 marks)

  3. Code correction (2 marks)

QUESTION FOUR

(a) Is an ERP a TPS? Support your argument and provide any three advantages of ERPs

(4marks)

(b) Why is a TPS regarded as the backbone of an organization's information systems.

(4 marks)

(c) Transactions need to have a few characteristics in order to be included in a TPS. State and explain any Three of these features. (6 marks)

(d) Explain the three ways a TPS can use to process data. (6 marks)

QUESTION FIVE

(a) What is end user Programming and interface design and how can it be implemented?
(8 marks)

(b) Explain what internet business is all about. (4 marks)

(c) Explain the following:
1. E-business
2. E-commerce
3. Web business
4. Internet security (8 marks)