



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF INFORMATICS AND INNOVATIVE SYSTEMS
UNIVERSITY EXAMINATIONS FOR THE DEGREE OF BACHELORS OF
BUSINESS ADMINISTRATION WITH I.T
4YEAR, 1ST SEMESTER 2016/17 ACADEMIC YEAR
NAMBALE CAMPUS

COURSE CODE: SCS 437

COURSE UNIT: INFORMATION SYSTEMS APPLICATIONS

EXAM VENUE NAMBALE CAMPUS

DATE: DECEMBER, 2016

TIME: 2 HOURS

Instructions

1. Answer question one (compulsory) and any other two questions
2. Candidates are advised not to write on the question paper
3. Candidates must hand in their answer booklets to the invigilator while in the examinations room

QUESTION ONE (30 MARKS)

- (a) Define telemarketing software and discuss its impact in the sales and marketing functions of an organization. (6 Marks)
- (b) What is customer relationship management and what are its goals in an organization (2marks)
- (c) Discuss the various advantages and disadvantages of online banking to an individual client (10 Marks)
- (d) Give a brief definition of an Expert System (ES) and explain the components of an expert system. (7 Marks)
- (e) List FIVE controls over environmental exposures. (5Marks)

QUESTION TWO (20 MARKS)

- (b) What is meant by the term hacking? Identify four exposures that can be utilized by hackers. (8 Marks)
- (a) Discuss the various components of a Decision Support System. (12 Marks)

QUESTION THREE (20 MARKS)

- (a) Define the following data validation edits:
 - (i) Sequence checks (3 Marks)
 - (ii) Limit checks (3 Marks)
 - (iii) Range checks (3 Marks)
 - (iv) Validity checks (3 Marks)
- (b) Describe FOUR properties of an expert system. (8Marks)

QUESTION FOUR (20 MARKS)

- (a) Briefly discuss three security goals in an organization. (6 Marks)
- (b) Name three disadvantages associated with outsourcing of information technology services. (6 Marks)
- (c) Differentiate between front-office information systems and back-office information systems. (4 Marks)
- (d) Briefly describe the context of a data warehouse. (2 Marks)
- (e) Explain the meaning of an intelligent (2 Marks)

QUESTION FIVE(20 MARKS)

- (a) Identify the various policies and procedures that can be adopted to control spread of viruses. (6 Marks)
- b) Explain the following Four models of decision making process (8 marks)
- (i) Management Science Approach
 - (ii) Carnegie Model
 - (iii) Incremental Decision Making Process
 - (iv) Garbage Can Model
- c) Compare and contrast centralized and decentralized information systems. (6 Marks)