



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF INFORMATICS AND INNOVATIVE SYSTEMS

UNIVERSITY EXAMINATION FOR THE BACHELOR OF SCIENCE IN BUSINESS

INFORMATION SYSTEMS

2ND YEAR 1ST SEMESTER 2018/2019 ACADEMIC YEAR

MAIN CAMPUS

COURSE CODE: ICT 3214

COURSE TITLE: TECHNICAL AND PROFESSIONAL COMMUNICATION SKILLS

EXAM VENUE:

STREAM: BIS

DATE:

EXAM SESSION:

TIME: 2.00 HOURS

INSTRUCTIONS:

- 1. Answer Question 1 (Compulsory) and ANY other three 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 examination room**

QUESTION ONE 30 MARKS

- a) Briefly describe the meaning of the term professionalism in the context of the computing industry.
(5 marks)
- b) Briefly explain the purpose of a Code of Conduct for a professional body.
(5 marks)
- c) Identify and describe THREE benefits to society of adopting a Code of Conduct in computing.
(9 marks)
- d) Explain what is meant by the term job evaluation. Describe how job evaluations can help an organisation manage its obligations under anti-discrimination legislation.
(6 marks)
- e) Job enlargement, job enrichment and job rotation are techniques used in the process of job design. Describe how a large electronics company can use each of these techniques.
(5 marks)

QUESTION TWO 20 MARKS

You work for an e-commerce company that sells books and music through its website. The company sends out emails as part of its marketing strategy. The company mostly sells products to customers in the UK, but it has customers across Europe, Asia and Africa. The website makes use of cookies to hold information about the current customer, such as the basket of goods that the customer has selected.

- a) Discuss the data protection issues that relate to the use of email marketing and use of cookies.
(10 marks)
- b) Why is it necessary for this company to display terms and conditions of purchase on its website?
(4 marks)
- c) Discuss why it is necessary for this company to consider accessibility when designing and updating its website.
(6 marks)

QUESTION THREE 20 MARKS

- a) A Kenyan company has developed a novel computing device which is completely flexible and can be rolled up. Discuss the protection for the company that could be provided by a patent and a trademark.
(10 marks)
- b) For the company in part a), discuss what the company would need to do to obtain a patent and a trademark.
(10 marks)

QUESTION FOUR 20 MARKS

- a) Many organisations grow from small beginnings to large sized organisations. With this growth comes the need to restructure. In most cases the organisation's structure evolves to include elements of several types of organisational structure. Banrion Plc. has grown to a medium-sized UK-based company. It provides a range of software

packages for five market sectors in ten European Union countries. Suggest a suitable structure for Banrion Plc., illustrating your answer with an organisation chart.

(14 marks)

- b) Describe the system known as Management by Objectives (MBO). In the answer, outline the MAIN weaknesses of MBO.

(6 marks)

QUESTION FIVE 20 MARKS

- a) One section in the BCS Code of Conduct is 'Professional competence and integrity'. Explain the meaning of 'Professional competence and integrity' referring to the BCS's Code of Conduct. Using a practical example, discuss how this might have an impact on professional behaviour in IS practice.

(10 marks)

- b) Many organisations divide their management into THREE levels i.e. top, middle and lower. Discuss the main skills required at each level.

(10 marks)