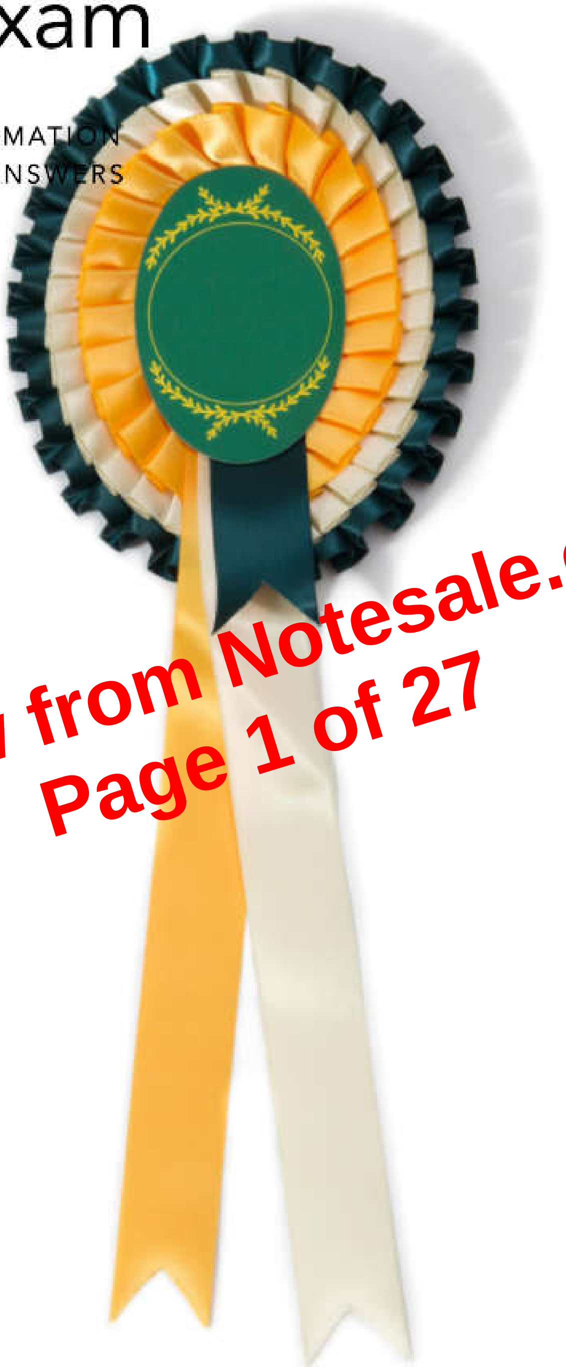
Ace Your BBA Exam

BUSINESS INFORMATION SYSTEMS WITH ANSWERS



- D. All of the above

Section B: Short Answer Questions (20 marks)

Answer each question in a few sentences.

1. What is the difference between a transaction processing system and a management information system?
2. What are the three types of decision support systems?
3. What are the four main challenges of managing information systems?
4. What are some of the benefits of using cloud computing for information systems?

Section C: Essay Questions (30 marks)

Answer each question in a well-written essay of at least 250 words.

1. Discuss the different types of information systems and how they can be used to improve business performance.
2. Describe the challenges of implementing a new information system and how to overcome them.
3. Explain the importance of data security and how to protect information systems from cyber threats.

Answers:
Section A:

1. E
2. C
3. E
4. D
5. D

A Management Information System (MIS) and a Decision Support System (DSS) serve different purposes:

- **MIS:** It focuses on providing information to support routine operational activities and managerial decision-making. MIS is used for regular reporting, data retrieval, and day-to-day operations. An example is an inventory tracking system in a retail business.

- **DSS:** It is designed to assist with non-routine decision-making, often at the managerial or executive level. DSS provides advanced analytics and modeling tools to evaluate different decision scenarios. An example is a financial modeling system used to analyze investment options or market trends to make strategic financial decisions.

10. What are the key advantages and disadvantages of using cloud computing for businesses? (20 marks)

Answer:

Advantages:

- **Scalability:** Businesses can easily scale up or down their computing resources to match their needs, reducing costs.

- **Cost-Efficiency:** Cloud computing eliminates the need for significant upfront investments in hardware and infrastructure.

- **Flexibility:** Users can access data and applications from anywhere with an internet connection, enhancing remote work.

- **Automatic Updates:** Cloud service providers handle system maintenance and updates, reducing the burden on businesses.

- **Data Security:** Many cloud providers offer robust security features to protect data.

Disadvantages:

- **Data Security Concerns:** Storing data in the cloud raises security and privacy issues.

- **Internet Dependency:** Businesses rely on an internet connection for access, which can be a problem during outages.

- **Limited Control:** Businesses have less control over their data and infrastructure when using cloud services.

Section C

1. The factors that a company should consider before implementing a new ERP system include:
    - The size and complexity of the company's operations
    - The company's budget
    - The company's needs and requirements
    - The availability of qualified personnel to implement and maintain the system
    - The risks associated with implementing a new system
2. A company can use big data to improve its customer service by:
    - Analyzing customer data to identify trends and patterns
    - Using customer data to personalize marketing and sales campaigns
    - Using customer data to improve customer support

PAPER # 7

Part A: Multiple Choice (5 questions)

1. Which of the following is NOT a component of an information system? (a) Hardware (b) Software (c) People (d) Data

2. Which of the following is an example of a transaction processing system? (a) Payroll system (b) Customer relationship management (CRM) system (c) Decision support system (DSS) (d) Expert system

3. Which of the following is a type of management information system (MIS)? (a) Executive information system (EIS) (b) Sales force automation (SFA) system (c) Enterprise resource planning (ERP) system (d) All of the above

4. Which of the following is a benefit of using technology in business? (a) Increased efficiency (b) Improved decision-making (c) Reduced costs (d) All of the above