

No. of Pages - 10  
No of Questions - 07

**SCHOOL OF ACCOUNTING AND BUSINESS**  
**BSc. (APPLIED ACCOUNTING) GENERAL / SPECIAL DEGREE**  
**PROGRAMME**

**YEAR III SEMESTER I (INTAKE II – GROUP A)**  
**END SEMESTER EXAMINATION – JULY 2016**

**ICT 30330 Management of Information Technology**

Date : 06th August 2016  
Time : 9.00 a.m. – 12.00 p.m.  
Duration : Three (03) hours

**Instructions to Candidates:**

- Write the Index Number in the space provided at the top of this sheet. Do not write your name anywhere in this question paper.
- This paper consists of three sections A, B and C
- Section A – Answer **ALL** questions in the separate sheet provided.  
Section B – Answer **ALL FOUR (04)** questions on the question paper itself.  
Section C – Answer only **ONE (01)** question out of the two question given
- The total marks for the paper is 100.
- The marks for each question are shown in brackets.
- Answers should be written neatly and legibly.

## Section A

### **Question No. 01**

Select the most appropriate answer.

1. Which of the following technology is best for analyzing customers' sentiments about an organization?
  - a. Expert system
  - b. Text mining
  - c. Telecommuting
  - d. Teleconferencing
2. Which of the following technologies resembles features of utility computing?
  - a. Parallel computing
  - b. Cloud computing
  - c. End-user computing
  - d. Bring your own device
3. Which of the following information system types enables unstructured decision-making?
  - a. Transaction processing systems
  - b. Management information systems
  - c. Strategic information systems
  - d. Executive support systems
4. Which of the following is true about information systems development?
  - A. System analysis produces a set of documents containing the logical and physical design of the proposed system
  - B. System analysis is the next step after system design
  - C. Data Flow Diagrams (DFD) are used in the system analysis stage
  - a. B only
  - b. C only
  - c. A and C only
  - d. B and C only

5. A denial of service (DoS) attack means;
  - a. A virus attack
  - b. Any malware attack
  - c. An attack which directs the user to a fake website
  - d. An attack, which floods a server with service requests
  
6. Which of the following statements is correct about Rapid Prototyping methodology in information systems development?
  - a. Java is a popular rapid prototyping environment
  - b. It eliminates the need for systems analysis
  - c. It involves an iterative information systems development process
  - d. It does not have any significant advantages
  
7. The Microsoft Excel feature that helps finding answers to linear programming models is called...
  - a. Goal Seek
  - b. Solver
  - c. Finder
  - d. Model Builder
  
8. Which of the below is NOT a characteristic of Big Data
  - a. Lots of verified data
  - b. Lots of text data
  - c. High volume of data
  - d. Different varieties of data
  
9. Which of the following statements is/are correct about data warehouses
  - A- They are central repositories of integrated data from one or more data sources
  - B- Data in a data warehouses need to be cleaned before using for any analysis
  - C- Point of sale (POS) database is an example for a data warehouse
  - a. A only
  - b. A and B only
  - c. A and C only
  - d. All A, B and C

10. What does Moore's law implies to an IT manager?
- a. The computational resources you buy today could be bought at half price in another one and half years
  - b. You can buy high performance computers once in every one and half years
  - c. You could purchase computers with double performance than now for the same price in another one and half years
  - d. Silicon chips may soon be unable to double the current computational power

(Total 20 marks)

### Section B

Answer **ALL** four questions in the space provided

#### **Question No. 02**

- a. State three tasks of an IT manager

.....

.....

.....

(3 marks)

- b. One of the key challenges of an IT manager would be the justification of IT expenses.  
Do you agree with this statement? Justify your answer.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(5 marks)

- c. Briefly explain what are the “internal markets” for an IT department

.....

.....

.....

.....

.....

.....

(3 marks)

- d. Briefly explain the involvement of internal markets when preparing an IT strategy for an organization.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(4 marks)

**(Total 15 marks)**

**Question No. 03**

a. Define the term ‘systems development lifecycle’

.....

.....

.....

.....

.....

.....

(2 marks)

b. Briefly explain the use of systems development lifecycle.

.....

.....

.....

.....

.....

.....

.....

.....

.....

(3 marks)

c. Discuss the difference between the logical design and the physical design of a system

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(5 marks)

- d. Why are chargebacks used by IS departments in business organizations

.....

.....

.....

.....

(2 marks)

- e. Suppose a new banking system has been developed for a rural development bank to computerize its banking operations. What conversion strategy would you recommend for the bank to implement the new system? Justify your answer.

.....

.....

.....

.....

.....

.....

.....

(3 marks)

**(Total 15 marks)**

### Question No. 04

- a. State the three types of pressures that drive IT in organizations.

.....

.....

.....

(3 marks)

- b. Briefly explain three changes in global workforces that demand using information technologies.

This image shows a full page of white paper with horizontal dotted lines, typical of primary school handwriting practice paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

(6 marks)



- c. Briefly explain the objectives of implementing a strategic information system.

.....

.....

.....

.....

.....

.....

(3 marks)

- d. Discuss the necessity of change management when using information technologies in organizations.

.....

.....

.....

.....

.....

.....

(3 marks)

**(Total 15 marks)**

**Question No. 05**

- a. State three sources of IT risks in an organization.

.....

.....

.....

(3 marks)

- b. Do you agree that even a simple data breach incident can cost a lot for an organization?

Justify your answer.

.....

.....

.....

.....

.....

.....

.....

.....

(3 marks)

- c. What are the advantages of using computer based simulations in business organizations?

.....

.....

.....

.....

.....

.....

.....

.....

.....

(4 marks)

- d. Alumco manufactures aluminum sheets and aluminum bars. The maximum production capacity is estimated at either 800 sheets or 600 bars per day. The maximum daily demand is 550 sheets and 580 bars. The profit is 40\$ per a sheet and 35\$ per a bar.

Formulate a linear programming model to determine the optimal mix of the two products.

(Note: Solving the model is not necessary)

.....

.....

.....

.....

.....

.....

.....

.....

(5 marks)

**(Total 15 marks)**

### Section C

Answer only **ONE (01)** of the two questions

#### **Question No. 06**

- a. Discuss the threats and opportunities brought into business organizations by social networks.

(6 marks)

- b. Suppose your organization has got a large number of customer feedbacks regarding your new product via online comment box. What method(s) would you, as the IT manager, suggest to analyze those comments to see how well your new product is moving in the market?

(6 marks)

- c. What challenges would you have to face when you practically attempt to implement the method suggested in (b) above?

(6 marks)

- d. Name a technology platform that could be used to address the challenges in (c) above.

(2 marks)

**(Total 20 marks)**

#### **Question No. 07**

- a. Explain the three service categories of cloud computing.

(6 marks)

- b. Suppose your organization is in online gaming industry. One major challenge your organization faces is the unexpected fluctuations of the number of players connected to your server to play the game at a given time.

i. What is the technological challenge in this scenario?

ii. Suppose the management decides to purchase additional servers to address the above challenge. What would be the possible downside of this decision?

iii. Do you agree that moving the game servers to a cloud is a better solution than purchasing additional servers? Justify your answer.

(14 marks)

**(Total 20 marks)**