

UNIVERSITY OF SWAZILAND

DEPARTMENT OF BUSINESS ADMINISTRATION

SUPPLEMENTARY EXAMINATION PAPER

JUNE, 2015

TITLE OF PAPER : INTRODUCTION TO BUSINESS COMPUTING

COURSE CODE : BA 112 FULL TIME / IDE

TIME ALLOWED : THREE (3) HOURS

INSTRUCTIONS:

- 1. THE NUMBER OF QUESTIONS IN THIS PAPER FIVE (5)**
- 2. SECTION A IS COMPULSORY.**
- 3. ANSWER ANY THREE (3) QUESTIONS IN SECTION B**
- 4. THE MARKS TO BE AWARDED FOR EACH QUESTION ARE INDICATED ALONGSIDE THE QUESTION.**

NOTE: MARKS WILL BE AWARDED FOR GOOD COMMUNICATION IN ENGLISH, AS WELL AS FOR ORDERLY AND NEAT PRESENTATION OF WORK. FURTHER MARKS WILL BE AWARDED FOR USE OF RELEVANT EXAMPLES.

SPECIAL REQUIREMENTS: NONE

THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR.

SECTION A

Crystal Flash Opts for Application Service Provider

Crystal Flash is a supplier of energy-related products and services serving the state of Michigan. It employs 600 workers and is owned by Heritage, one of the largest oil producers in the United States. Crystal Flash's retail food and fuel stores, with their bright yellow canopies, are highly visible and instantly recognizable in western Michigan. Its fleet of 100 trucks delivers propane and heating oil to thousands of homes in rural areas plus gasoline and diesel fuel to trucking companies, construction firms, and farms.

In 2000, Crystal Flash decided to revamp its outdated sales practices that led to customers being called on by more than one salesperson and created heavy administrative workloads. A committee consisting of representatives from sales, marketing, and information systems was formed to determine how to establish a more uniform and efficient set of sales processes. The group focused on implementing a sales management software application. After six months of work, they decided that a custom sales management application would be too expensive due to the required consulting, hardware, ongoing maintenance, and licensing fees. They spent the next six months, reviewing and evaluating existing sales management software packages. The solution they chose was Salesnet Sales Force Automation, a software application that runs on server hardware owned and operated by Salesnet Inc., a sales software application service provider.

The Salesnet Process Builder software module enables sales organizations to define and build their own sales processes. Crystal Flash was able to define a set of standard sales processes that will reinforce effective selling/closing behaviors among all its sales reps. No longer are Crystal Flash's sales reps spending time completing unnecessary paperwork and they are able to use the software's calendar, scheduling, and contact management features to support greater teamwork. In addition, use of the software enables Crystal Flash managers to access real-time information about sales team activities and to obtain sales reports, forecasts, and customer information.

Sales reps can access the Internet-based application through desktop PCs, by dialing up through notebook computers, or wirelessly on smaller devices.

Because Salesnet is a hosted application, there is no upfront capital investment in software, hardware, IT resources, or ongoing maintenance fees. As a result, Crystal Flash saved up to \$100,000 over other solutions. The standard version of Salesnet costs \$59 per user per month.

Questions:

1. In addition to economic factors, why would a small company such as Crystal Flash find the use of an application service provider especially attractive? 20 marks
2. What are the biggest benefits of this system for Crystal Flash? 20 marks

Sources: adapted from: Linda Formichelli, "Sovereign Tracks Processes, Prospects, with Salesnet,"

SECTION B

ANSWER ANY THREE QUESTIONS

Question 2

Discuss four different programming languages

20 marks

Question 3

Discuss each of the following

- | | | |
|-----|-------------------------|---------|
| I | Dynamic data exchange | 4 marks |
| ii | Portability | 4 marks |
| III | Task switching | 4 marks |
| IV | Single user/ multi user | 4 marks |
| V | GUI | 4 marks |

Question 4

- | | | |
|----|---|----------|
| I | Thembi is employed in the Information Communication Centre as the database administrator for IDE students. What are her duties? | 10 marks |
| II | What is data warehousing? | 10 marks |

Question 5

- | | | |
|----|--|----------|
| I | Discuss the CPU | 15 marks |
| II | What do you understand by customer made software | 5 marks |