

UNIVERSITY OF SWAZILAND

DEPARTMENT OF BUSINESS ADMINISTRATION

SUPPLEMENTARY EXAMINATION PAPER

JULY, 2016

TITLE OF PAPER : INTRODUCTION TO BUSINESS COMPUTING

COURSE CODE : BA 112 IDE / BUS 111 FULL TIME

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

NIKE

Nike takes a step forward in its race for sales and profits every time it sells a pair of sneakers. The Oregon-based company has a commanding lead over Adidas and other rivals because of its 32% share of the global athletic shoe market. Still CEO Phillip Knight and his executive team know they must sell a lot of shoes and sport apparel to expand beyond the current \$12 billion in yearly sales and hike the gross profit margin above 43% (the highest margin in company history). They have to estimate how well each will sell, allow enough time to manufacture the right quantities, get the product to the right place at the right time at the right cost, and reach out to the right customers. The unpredictability of fashion trends makes their decision even more challenging.

So how does Nike do it? With technology, a healthy dose of human expertise, and patience. The company was using 27 different information systems to handle sales forecasting, factory orders, and deliveries to retailers worldwide when management began planning a single, integrated IS. One goal was to slash, from 9 months to 6 months, the time needed to get shoes and other items from the design stage to store shelves. Another goal was closer coordination with the Asian factories that manufacture Nike shoes as a way to minimize inventory. This would help the company avoid some of the financial risks of catering to fashion conscious customers whose taste can change overnight. Finally, management wanted a single, centralized system for forecasting and ordering that managers and employees could learn to use efficiently and effectively.

Months of preparation went into the project, as the company managers worked with specialists to customize software to Nike's unique situation and then implemented the system before a new corporate wide IT project took effect. At first, the forecasting /ordering system struggled to handle the more than 10 million stock numbers needed to track all product variation, it also operated more slowly than expected when tied to an existing IT network. Then the system issued factory orders for too many of some models and too few of others, causing Nike to lose an estimated \$10 million worth of sales.

The project managers created workarounds to make data available for planning purposes while they analysed what had happened, revamped the system design, and got ready to implement it more gradually. "Once we got into this, we quickly realized that what we originally thought was going to be a two to three year effort would be more like a 5-7 (years)", observed Roland Wolfram, Nike's Vice President of Global Operations and Technology. In fact, the new system was phased in, area by area, over the next two years, and users received intensive training in advance. As a double check, Nike managers carefully scrutinized system output 'to make sure it makes sense', says Wolfram. They also ask retailers for input when forecasting demand for new items. Now, 6 years after the original

SECTION B

Question 2

Discuss the different types of networking topologies

25 marks

Question 3

Discuss the four generation languages

25 marks

Question 4

Describe the responsibilities and role in the organization of the database administrator

15marks

Explain with the aid of appropriate diagrams hierarchical, networked and relational databases

10 marks

Question 5

Uniswa has recently installed a Private Branch Exchange (PBX), what is a PBX. What could be the reasons for implementing a PBX?

marks

10

Describe the PBX software and its benefits to uniswa

15 marks