KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2012/2013 ACADEMIC YEAR
FOURTH YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 24th April, 2013
Time: 9.00am – 11.00Am

KPS 400 - PURCHASING AND IT

INSTRUCTIONS TO CANDIDATES

ANSWER **QUESTION ONE (COMPULSORY)** AND **ANY OTHER TWO** QUESTIONS

QUESTION ONE (30 MARKS)

a)   Explain an application software and for what reasons is it used.

(5 Marks)

b)   Describe the role of the user interface.

(3 Marks)

c)   E-Commerce generates revenue in many ways. Explain five different ways how revenue is generated.

(5 Marks)

d)   Explain the advantages of using word processing software.

(7 Marks)

e)   Explain the phases in the system life cycle.

(5 Marks)

d)   What initiates the program development life cycle?

(5 Marks)

QUESTION TWO (20 MARKS)

a)   Explain what is E-commerce and its advantages.

(8 Marks)

b)   Explain two E-commerce business models.

(2 Marks)

c)   What is database and how is it organized?

(4 Marks)

d)   Describe e-markets and explain about three most common e-market segments you know.

(6 Marks)

QUESTION THREE (20 MARKS)

a)   List and explain ten (10) factors that lead to E-loyalty.

(10 Marks)

b)   Explain five applications software for communication purposes.

(10 Marks)

QUESTION FOUR (20 MARKS)

a)   Explain the phases in program development life cycle.

(10 Marks)

b)   What are the demerits and merits of manual and computer based purchasing systems?

(10 Marks)

QUESTION FIVE (20 MARKS)

a)   What are the advantages and disadvantages of computer based training and web based training?

(4 Marks)

b)   What reasons make home owners connect to the web

(8 Marks)

c)   Explain what is IT code of conduct.

(8 Marks)