FEEDBACK TUTORIAL LETTER

2nd SEMESTER 2019

ASSIGNMENT 2

BUSINESS INFORMATION SYSTEMS 2B

BIS621S
CENTRE FOR OPEN AND LIFELONG LEARNING

BACHELOR OF BUSINESS AND INFORMATION ADMINISTRATION

BUSINESS INFORMATION SYSTEMS 2B (BIS621S)

FEEDBACK LETTER NO. 2 FOR SECOND SEMESTER 2019

COMPILED BY: G KAISARA
SEPTEMBER 2019
Dear Students

This was the second assignment, which will contribute towards your final semester mark. Marks varied, I am sure some will be happy with their marks, and others a bit disappointed. The key is to strive to improve, as your semester mark is important if you are to pass this course.

My impression upon the completion of the marking can be expressed as follows

I. Generally the answers were accurate and according to the notes in your study guide, indicating that you did study the notes as provided.

II. Please make sure to study the question and understand what is asked of you before you attempt the said question.

Students are once again reminded to study the relevant chapters in your study guide.

I wish you good with the second assignment.

COMMENTS ON ASSIGNMENT 2

QUESTIONS

Section A

1. Unlike other types of information systems, these systems are NOT designated primarily to solve specific problems
   a) Expert Information System
   b) Management Information System
   c) Transaction Processing System
   d) Decision Support System

2. Mary Rose woke up and went to the Nedbank to take money out of the ATM. She then went Olivier’s Coffee Shop to buy a coffee and paid with her debit card. She finished off her day by going to school and registered online for her computer class. What kind of system did she have multiple contacts with during the day?
   a) Transaction Processing System
   b) Executive Information System
   c) Management Information System
   d) Supply Chain Information System

3. The decision-making level of an organisation that is most concerned with long-term strategy is the:
   A) Executive Level
B) Operational Level  
C) Managerial Level  
D) Enterprise Resource Planning Level  

4. NUST has set up a web-based information system that lecturers could access to capture student grades and to advise students. This is an example of:  
   a) Customer Relationship Management  
   b) Intranet  
   c) Enterprise Resource Planning  
   d) Extranet  
   e) None of the above  

5. Which of the following is a function of Business Intelligence?  
   a) To determine whether a business is running as planned  
   b) To identify which things are actually going wrong  
   c) To take and monitor corrective actions  
   d) All of the above  

Section B  

6. Differentiate, using examples of common transactions in Namibia, the two types of Transaction Processing Systems.  
   - **Batch Processing**: This a system that collects transactions records over a period of time and then processes them after a given time period. An example would be a contractor asked to lecture, and at end the month records of classes given are processed and he is paid.  
   - **Real-time processing**: This is processing that takes place at the moment transaction occurs. For example, when you withdraw money from an ATM, immediately your bank account is updated.  

7. Of the three types of Enterprise systems implementation, which of the two is likely to be practiced if legacy systems are still being utilised. Motivate.  
   - It's likely to be parallel, where both new and legacy systems run together, or it could be phased implementation, where some elements of the legacy system are slowly being replaced by elements of the new system.
8. Using your own understanding; discuss how Virtual Communities can assist a small business owner in Namibia to address any three challenges that they face.

- There are a number of ways here: A businessperson can use virtual communities to get access to relevant and time information (thus addressing the lack of information), or share skills on how to do certain things (addressing the skills shortage), or solicit peers to engage in crowdfunding activity (addressing finance issues). THESE ARE JUST EXAMPLES.

9. Take time to read the case study below;

**McDonalds CRM Case Study**

Read the following Case Study on the CRM Implementation

McDonald's Overview

The McDonald's Corporation is one of the largest hamburger and fast food retailers across the globe. Experts calculate that they serve nearly 60 million customers every day, and have around 30,000 restaurants and franchises in more than 100 countries. It is an incredibly successful brand, and its logos and slogans are recognized across the world.

McDonald's CRM

In order to ensure that there is a consistent customer relationship throughout these many restaurants, McDonald's uses a method which provides improved data capture, real-time reporting, and fast issue resolution. This uniformity is down to the utilization of a program called PowerCentre, supplied by Astute Solutions. The software provides a data capture and information database which can be used to monitor and measure the customer relationship throughout the brand.

The PowerCentre software brings in data from throughout the company and includes both positive and negative reviews. Being able to assess restaurants by region, or even individual restaurants, means that McDonald's can quickly spot potential customer relationship issues and resolve them before they become a serious problem. Information is passed through the company quickly, providing key results.

**Choosing CRM software**
There are several reasons why Astute Solutions were chosen to be the providers of McDonald’s CRM services. Firstly, McDonald’s started looking for a CRM service provider with a concrete set of goals. They wished to extend the capacity for data capture from customers and have software which could provide both McDonald’s corporate services and individual franchises with access to real-time customer information.

They also wanted to be able to integrate their existing database into an effective CRM tool without the software becoming bloated or unmanageable. In addition to this they also wanted software which was flexible and functional to provide support for their evolving needs as a business.

Now answer the following questions;

   - Cloud-based CRM: because we are told that Astute Solutions was responsible for hosting the system.

9.2 Discuss one potential benefit and disadvantage of having such an integrated global system.[4]
   - Data can be shared among various connected entities all over the world, therefore it can increase collaboration [you might justify in different ways]

9.3 What is the company primary objective investing in CRM? [2]
   - To collect customers views so as to maintain good customer relations.

9.4 Of the three types of CRM, what type of CRM is McDonald’s system? Justify your choice. [3]
   - Analytical. The major role of the analytical function is to analyse customer data so that management can better understand market trends and customers’ wants and needs thereby improving customer satisfaction and retention.

10. Discuss two promotional strategies companies use to put their products out into the market. Give an example of a company using each strategy to provide a particular product. [4]
    - The pull strategy: An airline advertising a promotion on cheap flights.
    - The push strategy: a supermarket selling chocolates by the counter.
11. Which information system is likely to require users with high levels of tacit knowledge. \[1\]
   - *Executive Information Systems (or any at executive level)*

12. What evidence have you seen that Facebook uses Business Intelligence \[2\]
   - *The adverts you see on timeline are based on your previous activities on Facebook, that reflect your interests.*

13. Discuss three ways in which CRM can boost profits of Air Namibia. \[6\]
   - *Through CRM Air Namibia can analyse data to understand customer perceptions of their services.*
   - *Air Namibia can use CRM technologies to maintain positive relations with internal customers.*
   - *CRM can also be used to identify problem areas and potential solutions [consider other thoughts].*

14. Discuss any three challenges faced by Business Intelligence, and propose a solution for each. \[6\]
   - *Challenges could include unavailable data (solution is to increase data collection and retention capabilities), Data latency (solution is to ensure that data is always of the highest quality), data silos (solution is to integrate an ERP).*

**TOTAL MARKS FOR ASSIGNMENT 02: 51 MARKS**

**Final Advice:**

Please make sure that you go through all previous tests and discussions posted on the e-learning platform. This should help you as you revise for the exams.