



UTHM
Universiti Tun Hussein Onn Malaysia

UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER I
SESSION 2014/2015**

COURSE NAME : MANAGEMENT INFORMATION SYSTEM
COURSE CODE : BPA 20703
PROGRAMME : 2 BPC
EXAMINATION DATE : DECEMBER 2014/JANUARY 2015
DURATION : 2 HOURS 30 MINUTES
INSTRUCTION : ANSWER ALL QUESTIONS

THIS QUESTION PAPER CONSISTS OF **THREE (3)** PAGES

- Q1** Managers and business firms invest in information technology and systems because they provide real economic value to the business. The decision to build or maintain information system assumes that the returns on this investment will be superior to other investments in buildings, machines, or other assets.
- (a) Define information system. (2 marks)
 - (b) List **THREE (3)** functions of information systems. (3 marks)
 - (c) Analyze **FOUR (4)** reasons why information systems are so important for business today. (20 marks)
- Q2** Enterprise systems feature a set of integrated software modules and central database that enables data to be shared by many different business processes and functional areas throughout the enterprise.
- (a) Identify **FOUR (4)** major business processes supported by enterprise software. (4 marks)
 - (b) Explain how challenges posed by enterprise applications can be addressed. (9 marks)
 - (c) Describe the benefits of using enterprise systems for business. (12 marks)
- Q3** E-commerce is about digitally enabled commercial transactions between and among organizations and individuals. Commercial transactions involves the exchange of value (e.g., money) across organizational or individual boundaries in return for products and services,
- (a) Define digital goods with an example. (2 marks)
 - (b) Identify **SEVEN (7)** principals of e-commerce business model. (7 marks)
 - (c) Explain **EIGHT (8)** unique features of e-commerce technology. (16 marks)

Q4 Ethics refers to the principles of right and wrong that individuals, acting as free moral agents, use to make choices to guide their behaviors. Information systems raise new ethical questions for both individuals and societies because they create opportunities for intense social changes, and thus threaten existing distribution of power, money, rights and obligations.

- (a) List **FIVE (5)** moral dimensions of the information age. (5 marks)
- (b) Describe **FOUR (4)** quality-of-life impacts of computers and information systems. (8 marks)
- (c) Discuss how the concept of responsibility, accountability, and liability are applied to ethical decisions. (12 marks)

-END OF QUESTION-