



UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**PEPERIKSAAN AKHIR
SEMESTER II
SESI 2014/2015**

COURSE NAME : MANAGEMENT INFORMATION SYSTEM
COURSE CODE : BPA 20703
PROGRAM : 3 BPA / 3 BPB
EXAMINATION DATE : JUNE 2015 / JULY 2015
DURATION : 2 HOURS 30 MINUTES
INSTRUCTION : ANSWER **ALL** QUESTIONS

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

- Q1** (a) In recent years, new advances in internet technology can be summarised by the transformation of the so-called Web 1.0 into Web 2.0, the emergence of semantic web technologies and their integration into Web 3.0 which have created new forms of competition between businesses.
- (i) Distinguish between Web 2.0 and Web 3.0 with an appropriate example. (5 marks)
 - (ii) Discuss the role of Web 3.0 in increasing business competitive advantage. (5 marks)
- (b) Company Gemilang Sdn. Bhd. supplies ceramic floor tiles to Home Depot, Home Deco and other home improvement stores. The company has been asked to start using radio frequency identification (RFID) tags on each case of tiles that have been shipped to the customer to improve the products management and suppliers involved in warehouses. As a responsible staff, you have been asked to identify the types of existing RFID and RFID capabilities.
- (i) Identify the types of commercially available RFID and its advantages. (5 marks)
 - (ii) Analyse **TWO (2)** main factors for the adoption of RFID in Gemilang Sdn. Bhd. (10 marks)
- Q2** (a) (i) Determine **THREE (3)** functions of supply chain planning system in business. (3 marks)
- (ii) Describe the role of customer relationship management system in helping to improve customer satisfaction. (5 marks)
- (b) The most significant development in the corporate use of Information System is the establishment of Enterprise Resource Planning (ERP) systems. Due to a fundamentally changing external environment, several organisations have decided to change their IS strategies by adopting on-shelf ERP software packages rather than in-house development. However, more than 70 per cent of standard package implementation projects fail. Hence, many companies attempt to modify ERP systems to match their existing processes.
- (i) Discuss **TWO (2)** factors that influence the success of an ERP system in an organisation. (8 marks)
 - (ii) Elaborate **TWO (2)** disadvantages of ERP implementation from time and costing perspectives. (9 marks)

- Q3** (a) (i) Define general control and application control. (4 marks)
- (ii) Suppose your business had an e-commerce web site where it sold goods and accepted credit card payments.
- Discuss **TWO (2)** major security threats to the web site and its potential impact to the business. (8 marks)
- (b) (i) Mauritius is a small, independent island in the Caribbean that has many historical buildings, forts and other sites, along with rain forests and striking mountains. The major airlines have regular flights to Mauritius, as do several small airlines. Mauritius's government wants to increase tourism and develop new markets for the country's tropical agricultural products. The government has planned to use web as one of the marketing tools.
- Propose an appropriate Internet business model to the Mauritius government. (8 marks)
- (ii) Determine **TWO (2)** main features of social e-commerce. (5 marks)
- Q4** (a) (i) Explain the business value of a Decision Support System (DSS). (4 marks)
- (ii) Identify **SIX (6)** elements of Business Intelligent (BI) environment. (6 marks)
- (iii) You have been asked to evaluate Business Intelligent (BI) software from a variety of vendors.
- Formulate **SIX (6)** questions to be asked to the vendor to ensure the software is in line with your organisation needs and business strategy. (6 marks)
- (b) (i) State **FIVE (5)** steps in conducting an ethical analysis. (5 marks)
- (ii) Describe key technology trends that raise ethical issues. (4 marks)

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