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**UNIVERSITI TUN HUSSEIN ONN MALAYSIA**

**FINAL EXAMINATION  
SEMESTER II  
SESSION 2015/2016**

COURSE NAME : MANAGEMENT INFORMATION SYSTEM  
COURSE CODE : BPA 20703  
PROGRAMME CODE : BPA / BPB  
EXAMINATION DATE : JUNE / JULY 2016  
DURATION : 2 HOURS 30 MINUTES  
INSTRUCTION : ANSWER ALL QUESTIONS

THIS QUESTION PAPER CONSISTS OF **FOUR (4)** PAGES

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- Q1**
- (a) Differentiate between Information Technology (IT) and Information System (IS). (4 marks)
  - (b) Determine **THREE (3)** common threats against contemporary information systems. (6 marks)
  - (c)
    - (i) Define computer crime. (2 marks)
    - (ii) Explain **TWO (2)** examples of crime in which computers are a target of cyber-attack. (4 marks)
    - (iii) Explain **TWO (2)** examples in which computers are used as instruments of crime. (4 marks)

**Q2** Management at your agricultural chemicals corporation has been dissatisfied with production planning. Production plans are created using best guesses of demand for each product, which are based on how much of each product has been ordered in the past. If a customer places an unexpected order or requests a change to an existing order after it has been placed, there is no way to adjust production plans. The company may have to tell customers it cannot fill their orders, or it may accumulate extra costs maintaining additional inventory to prevent stock outs.

At the end of each month, orders are totaled and manually keyed into the company's production planning system. Data from the past month's production and inventory systems are manually entered into the firm's order management system. Analysts from the sales department and from the production department analyze the data from their respective systems to determine what the sales targets and production targets should be for the next month. These estimates are usually different. The analysts then get together at a high-level planning meeting to revise the production and sales targets to take into account senior management's goals for market share, revenues, and profits. The outcome of the meeting is a finalized production master schedule.

- (a) State the main problem this process creates for the company. (2 marks)
- (b) Elaborate **THREE (3)** roles of enterprise system to solve these problems. (7 marks)

- (c) Name **ONE (1)** effect that relate to the above problem. (2 marks)
- (d) As a purchasing officer at the company, you would like to suggest the implementation of customize e-procurement system.

Explain **THREE (3)** benefits of e-procurement system from the perspectives of process improvement to the company. (9 marks)

- Q3**
- (a) Explain **TWO (2)** distinguishing features of Digital Market and Digital Goods. (4 marks)
  - (b) The mobile platform may not make desktop PCs obsolete; however corporations will have to change their business models to adjust to this shift.

Write your opinion on the above statement. (6 marks)

- (c) E-commerce refers to the use of the Internet and the Web to transact business. More formally, e-commerce is about digitally enabled commercial transaction between and among organizations and individuals.
  - (i) Identify **FOUR (4)** unique features of e-commerce technology. (4 marks)
  - (ii) Explain **TWO (2)** of these unique features that has initiate and changed the way companies conduct business and increased their global reach. (6 marks)

- Q4**
- (a) Distinguish between an unstructured and structured decision. (4 marks)
  - (b) Aleez Dine is the largest casual dining chain in the world, with over 1,800 locations in 21 countries throughout the world. The menu features beef, chicken, seafood as well as pasta and burgers. Aleez Dine CEO wants to make the restaurant more profitable by developing menus that are tastier and contain more items that customers want and are willing to pay for despite rising costs for agricultural products and gasoline.

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- (i) Suggest **TWO (2)** analytic functionalities that available in Business Intelligence Systems to help Aleez Dine CEO with justification.  
(8 marks)
- (ii) Propose **TWO (2)** examples of production reports that can be generated from Business Intelligence Systems for sales and marketing unit based on the above case.  
(8 marks)

**Q5** (a) List **FIVE (5)** steps in an ethical analysis.  
(5 marks)

(b) A company sells a software application for security and surveillance. A number of companies already bought this product for the purpose of company management. Nevertheless, an employees and IT reporters complained because this software is invasion of employee's privacy. For instance, if the employees want to surf some irrelevant website to the companies but for knowledge purpose, automatically a message will turn on "please shut down this website". This software will allow supervisor or manager to monitor employee's computers including their e-mails.

Give an opinion in terms of ethics which considering these positions:

- (i) As a CEO  
(5 marks)
- (ii) As a middle manager  
(5 marks)
- (iii) Employees  
(5 marks)

**- END OF QUESTIONS -**