UTHM
Universiti Tun Hussein Onn Malaysia

UNIVERSITI TUN HUSSEIN ONN MALAYSIA

FINAL EXAMINATION
SEMESTER I
SESSION 2016/2017

COURSE NAME	:	MANAGEMENT INFORMATION SYSTEM
COURSE CODE	:	BPA 20703
PROGRAMME CODE	:	BPC
EXAMINATION DATE	:	DECEMBER 2016 / JANUARY 2017
DURATION	:	2 HOURS AND 30 MINUTES
INSTRUCTION	:	ANSWER **ALL** QUESTIONS

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

Q1 Sime Darby Property (M) Sdn. Bhd. has developed a housing terrace project and a business park at Taman Bukit Jelutung, Shah Alam. However, the sales of those property projects have been lagging against the yearly targets by 50%. As the CIO, you have heard from your competitor that Internet tools and technology could help to boost the marketing and sales for your newly completed properties.

(a) Define the Internet technology.

(4 marks)

(b) Describe the operation mechanism for a corporate network infrastructure.

(6 marks)

(c) Elaborate **FIVE (5)** types of Internet tools that could be used by IT and marketing staffs to boost the sales of the Sime Darby properties.

(10 marks)

Q2 (a) Differentiate between computer literacy and information systems literacy.

(4 marks)

(b) State **FOUR (4)** internet security technologies and tools to safeguard information resources in organisation.

(8 marks)

(c) (i) Define pharming.

(2 marks)

(ii) Define identity theft.

(2 marks)

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(iii) Discuss **TWO (2)** impacts of identity theft towards the affected individual.

(4 marks)

Q3 In recent decade, many firms such as LG Electronics, Ford Motors, Toyota Motors and Xerox Corp. have implemented enterprise systems because they are such powerful instruments for achieving operational excellence and enhancing decision making. That is because the systems are so powerful in changing way the organization works, even though they are highly expensive to purchase and implement the enterprise applications.

(a) Describe how enterprise systems provide value for a business.

(5 marks)

(b) Elaborate **THREE (3)** major enterprise applications in big businesses.

(15 marks)

Q4   E-commerce enables digital commercial transactions between and among organisations and individuals, primarily over the Internet. It also refers to the use of the Internet and the Web to do business.

    (a)   Identify **FIVE (5)** unique features of e-commerce.

                       (5 marks)

    (b)   Elaborate business significance of any **THREE (3)** of these unique features that have changed the way companies conduct business around the world.

                       (9 marks)

    (c)   Explain **THREE (3)** types of applications that are especially well-suited for mobile commerce (M-commerce).

                       (6 marks)

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Q5   (a)   Explain **FOUR (4)** ethical principles for managing ethics in information society.

                       (8 marks)

    (b)   The top management group of your company, led by the CIO, has decided to install a filtering software for enhancing security and surveillance for all employees. Few other companies have also purchased and installed the Internet surveillance software into their servers. This software detects external unauthorised system intrusion, as well as barring users from immoral websites. However, employees complaint that for even some irrelevant and good websites, a pop-up message stating "You are not allowed to access this material" shown up. This software also enables your superior or manager to monitor your communication while using company's emails.

        Give an opinion in terms of information ethics while considering these designation posts:

        (i)   As the owner of the company.

                       (4 marks)

        (ii)   As the Human Resource manager.

                       (4 marks)

        (iii)   As an executive in marketing department.

                       (4 marks)

- END OF QUESTIONS -

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