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UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER II
SESSION 2016/2017**

COURSE NAME : MANAGEMENT INFORMATION SYSTEM
COURSE CODE : BPA 20703
PROGRAMME CODE : BPA/BPB
EXAMINATION DATE : JUNE 2017
DURATION : 2 HOURS 30 MINUTES
INSTRUCTION : ANSWER ALL QUESTIONS

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THIS QUESTION PAPER CONSISTS OF FOUR (4) PAGES

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- Q1**
- (a) Identify **TWO (2)** components of Information Technology infrastructure. (4 marks)
 - (b) List **FIVE (5)** essential characteristics of cloud computing. (5 marks)
 - (c)
 - (i) Determine **TWO (2)** principles of database management system. (4 marks)
 - (ii) Discuss **TWO (2)** analytical tools and technologies for accessing information from databases to improve business performance and decision making. (7 marks)

Q2 Iko Instruments Group, a global supplier of measurement, analytical and monitoring instruments and services based in the Netherlands, had a new data warehouse designed to analysed customer activities for improving service and marketing. However, the data warehouse was full of inaccurate and redundant data. The data in the warehouse came from numerous transaction processing systems in the United States, Europe, Asia and other countries around the world. The team designed the warehouse had assumed that sales groups in all these areas would enter customer names, telephone numbers, and addresses in the same way. In fact, companies in different countries were using multiple ways of entering quote, billing, shipping, contact information and other data.

- (a) Explain how Internet technology could support communication and electronic business for Iko Instrument Group based on the above case. (4 marks)
- (b) Assess the potential business impact of inaccurate and redundant quality of data to the organisation. (8 marks)
- (c) Suggest the decision to be made by the top level management to ensure the data of the organization remain accurate, reliable and readily available to those who need it. (8 marks)

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- Q3** (a) Distinguish **TWO (2)** features of Digital Market and Digital Goods. (6 marks)
- (b) List **TWO (2)** main features of social e-commerce. (2 marks)
- (c) Gifty Shop is an online e-tailer for handmade gifts. Customers are able to purchase either using its website or mobile application. Gifty online shop provides secured online payment and fast delivery.
- (i) Discuss **TWO (2)** threats should be anticipated by Gifty Shop. (6 marks)
- (ii) Explain **TWO (2)** steps to prevent the damage to the company website to continue operations. (6 marks)

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- Q4** (a) You were hired by Croydon Visiting Nurse Services, whose business processes are all manual and paper-based processes. Company has decided to implement Customer Relationship Management System to replace the manual processes.
- (i) Determine **THREE (3)** benefits of Customer Relationship Management (CRM) system to Croydon Visiting Nurse Services Company. (6 marks)
- (ii) Describe **TWO (2)** types of Customer Relationship Management (CRM) applications that can be implemented. (4 marks)
- (b) (i) Determine **THREE (3)** major enterprise applications. (6 marks)
- (ii) Discuss only **ONE (1)** benefit for enterprise system. (4 marks)

Q5 (a) A bright graduate student developed a tool for Nexus Enterprise that would contact corporate sites, scan their networks, and find flaws in company's security system. He made the software available to everyone (open source software) over the Internet, including hackers and cyber-criminals. Company felt he was assisting criminals. Yet, he felt he was providing a tool for network managers to troubleshoot the security systems.

(i) Discuss **ONE (1)** possible ethical issue regarding the development of the above application or tool. (5 marks)

(ii) Choose **ONE (1)** suitable candidate ethical principles for the **Q5(a)(i)** answer.

Justify your selection. (5 marks)

(b) Canadian Tires is one of Canada's largest companies, with 57,000 employees and 1,200 stores and gas station across Canada selling sports, leisure, home products, apparel; and financial services. The retail outlets are independently owned and operated. The company was using daily mailings and thick product catalogues to inform the dealers about new products, merchandise setups, best practices, product ordering and problem resolution and it is looking for a better way to provide employees with human resources and administrative documents.

(i) Describe **TWO (2)** main problem created by this way of doing business. (4 marks)

(ii) Discuss how knowledge management system might help the organization. (6 marks)

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- END OF QUESTIONS -