UNIVERSITI TUN HUSSEIN ONN MALAYSIA

FINAL EXAMINATION
SEMESTER I
SESSION 2017/2018

COURSE NAME	:	MANAGEMENT INFORMATION SYSTEM
COURSE CODE	:	BPA 20703
PROGRAMME CODE	:	BPC
EXAMINATION DATE	:	DECEMBER 2017 / JANUARY 2018
DURATION	:	2 HOURS AND 30 MINUTES
INSTRUCTION	:	ANSWER **ALL** QUESTIONS

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

Q1   IOI Properties (M) Sdn. Bhd. has developed a housing terrace project and a business park at Taman Eminence, Bandar Putra Kulai, Johor. However, the sales of those property projects have been behind the yearly targets by 35%. As Chief Information Officer (CIO), you have heard from your competitor that the Internet tools and technology could help to enhance marketing and sales for your newly completed properties.

(a)   Define the Internet technology.

(4 marks)

(b)   Describe **TWO (2)** main tasks of the CIO.

(6 marks)

(c)   Apply **FIVE (5)** types of Internet tools that could be leveraged by IT and marketing staffs to strengthen the sales of the IOI Properties.

(10 marks)

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

(4 marks)

(b)   Explain **FOUR (4)** Internet security technologies and tools to safeguard information resources in organisation against external threats.

(8 marks)

(c)   (i)   Contrast between hackers and crackers.

(4 marks)

(ii)   Identify **TWO (2)** impacts of identity theft towards the affected individual.

(4 marks)

Q3   In recent decade, many firms such as Ford Motors, Toyota Motors and LG Electronics 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 such enterprise applications.

(a)   Describe how enterprise systems, such as Oracle ERP, provide value for a business.
(4 marks)

(b)   Justify how Customer Relationship Management and Knowledge Management System could enhance the business performance of Toyota and Xerox Corp.

(16 marks)

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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 **FOUR (4)** unique features of E-commerce.

                      (4 marks)

 (b) Analyse business significance of any **TWO (2)** of these unique features that have changed the way companies conduct business around the world.

                      (10 marks)

 (c) Justify the mechanism of content and locations-based application to be well-suited for mobile commerce (M-commerce).

                      (6 marks)

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 restricted 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.

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

   (i) As the shareholder of the company.

                      (4 marks)

   (ii) As the human resource manager.

                      (4 marks)

   (iii) As an executive in marketing department.

                      (4 marks)

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- END OF QUESTIONS -