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Universiti Tun Hussein Onn Malaysia

UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER II
SESSION 2018/2019**

COURSE NAME : MANAGEMENT INFORMATION SYSTEM
COURSE CODE : BPA 20703
PROGRAMME CODE : BPA / BPB / BPC
EXAMINATION DATE : JUNE / JULY 2019
DURATION : 2 HOURS 30 MINUTES
INSTRUCTION : ANSWER ALL QUESTIONS

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

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TERBUKA

- Q1** (a) Define Internet. (2 marks)
- (b) Describe **TWO (2)** principal standards for wireless networking. (6 marks)
- (c) Nyanza Auto Suppliers provides spare parts to trucks and lorries travelling across southern Malaysia area. The firm has several auto part stores located around the region and a main warehouse that supplies stock to each of these stores. The managing director of the firm intends to expend into emergency breakdown repair, using each store as a quasi-call-out-centre from which spares can be dispatched to drivers in need. In order to do so, however, the firm must overcome the problem of stock allocation, as it is finding it difficult to efficiently manage the supply parts to each store given the unpredictable demand for specific parts. Based from the above situation, the company has decided to implement Internet of Things (IoT) concept for their warehouse and network distribution.
- Elaborate how the implementation of IoT can improve the company operations in terms of:
- (i) Warehouse network.
- (ii) Distribution center network. (12 marks)
- Q2** (a) Nike's contract suppliers do not manufacture from scratch. They obtain component for the sneakers from other suppliers and then assemble them into finished sneakers. These suppliers in turn have their own suppliers.
- (i) Discuss **FIVE (5)** business value of supply chain management systems. (10 marks)
- (ii) Suggest **TWO (2)** functions of supply chain management systems. (6 marks)
- (b) Describe **TWO (2)** types of customer relationship management applications. (4 marks)

- Q3**
- (a) Describe **THREE (3)** most important Internet business models in relation to e-commerce. (6 marks)
 - (b) Distinguish **TWO (2)** criteria of personalization and customization in e-commerce with appropriate example. (6 marks)
 - (c) Illustrate steps involved in developing an e-commerce presence for a start-up company. (8 marks)
- Q4**
- (a) Sime Darby Property (M) Sdn. Bhd. (SDP) has been successful at residential and industrial development projects in Peninsular Malaysia. Its flagship award-winning real estate includes the Brunsfield, Bukit Jelutong and the Serenia KLIA. However, recently the SDP top management decides to expand its property business to new market at Sabah and Sarawak.

Propose a strategic action on information requirements of decision making in SDP at these designation posts, in order to penetrate the new market:
 - (i) As the senior management member of the company. (4 marks)
 - (ii) As the middle management member of the company. (4 marks)
 - (iii) As the operational management member of the company. (4 marks)
 - (b)
 - (i) Describe **THREE (3)** main functionalities of business intelligence systems. (6 marks)
 - (ii) Determine **ONE (1)** benefit of business intelligence systems. (2 marks)

- Q5** (a) Parenting has been becoming more challenging and ethically pressing in current era of information technology and the Internet age. More parents are obliging to children demands to have IT devices in kid's hands, and in one way to keep them being quiet and time-wise occupied. Social scientists reported that this phenomenon of "IT gadget parenting" has been unhealthy to the children's social development and positive mental growth.
- (i) Discuss **ONE (1)** possible ethical issue regarding the "IT gadget parenting" phenomenon. (5 marks)
- (ii) Choose **ONE (1)** suitable candidate of the Ethical Principles for the **Q5(a)(i)** answer with justification (5 marks)
- (b) (i) Identify **TWO (2)** internet challenges to user privacy. (4 marks)
- (ii) Discuss **TWO (2)** available technical solutions that users may use to avert these internet privacy challenges. (6 marks)

- END OF QUESTIONS -