UNIVERSITI TUN HUSSEIN ONN MALAYSIA

FINAL EXAMINATION
SEMESTER I
SESSION 2018/2019

COURSE NAME	:	MANAGEMENT INFORMATION SYSTEM
COURSE CODE	:	BPA 20703
PROGRAMME CODE	:	BPB
EXAMINATION DATE	:	DECEMBER 2018 / JANUARY 2019
DURATION	:	3 HOURS
INSTRUCTION	:	ANSWER **ALL** QUESTIONS

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

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Q1 (a) Differentiate between information technology and management information system.

(6 marks)

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

(8 marks)

(c) Contrast between spoofing and sniffing.

(6 marks)

Q2 Naza Automotive Manufacturing (M) Sdn. Bhd. has been assembling cars and MPVs at its vast facility at Gurun, Kedah. However, the sales of those vehicles have been lagging behind the targets by 20% - 35%, in recent years. As Chief Information Officer (CIO), you have heard from your competitors, such as Honda and Toyota, that the Internet tools and technology could help to strengthen marketing and sales for their cars.

(a) Describe **THREE (3)** main tasks of the CIO that could enhance marketing Naza vehicles.

(9 marks)

(b) Define the Local Area Network (LAN) technology, in view of Naza corporate office operation.

(3 marks)

(c) Apply **FOUR (4)** types of Internet tools that could be leveraged by IT and marketing departments to strengthen the sales of Naza assembled vehicles.

(8 marks)

Q3 In recent decade, many firms such as Ford Motor and Toyota Motor have implemented enterprise systems, such as Supply Chain Management (SCM) and Customer Relationship Management (CRM), 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) Discuss the roles of enterprise systems, such as SAP and SCM, for providing values to business.

(4 marks)

(b) Differentiate between operational and analytical Customer Relationship Management (CRM) systems.

(16 marks)

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Q4　E-commerce and M-commerce enable digital commercial transactions between and among organisations and individuals primarily over the Internet, at anytime and anyplace. It also refers to the use of the Internet and the Web to do business, such as implemented by Amazon.com.

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

(4 marks)

(b)　Analyse **TWO (2)** business significance of e-commerce's unique features that have changed the way companies conduct business around the world.

(10 marks)

(c)　Explain the mechanisms of the below two applications to be well-suited for Mobile commerce (M-commerce).
(i)　content-based apps
(ii)　location-based apps

(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 has decided to equip engineers, managers and top management executives with company-sponsored Apple tablets to facilitate computing mobility and working flexibility. Hence, these tablets are to be used during meetings, business traveling and even leisure entertainment at home. At times, kids play around with his dad executive tablets too, such as playing games. Executives at homes also sending personal and family massages to friends and relatives, including social media platforms, such as Facebook and Instagram, via the company tablets.

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

(i)　As the production engineer.

(4 marks)

(ii)　As the marketing manager.

(4 marks)

(iii)　As the managing director, of the company.

(4 marks)

- END OF QUESTIONS -