



UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER I
SESSION 2019/2020**

COURSE NAME : MANAGEMENT INFORMATION SYSTEM
COURSE CODE : BPA 20703
PROGRAMME CODE : BPB
EXAMINATION DATE : DECEMBER 2019 / JANUARY 2020
DURATION : 3 HOURS
INSTRUCTION : ANSWER ALL QUESTIONS

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

- Q1** Proton Holdings (M) Sdn. Bhd. has set up new manufacturing facilities and started production operation in Tanjung Malim, Perak. However, manufacturing and production assembly performance has been lagging behind the yearly targets by 35%. As Chief Information Officer (CIO), you have heard from your competitor, such as Honda, that the Internet tools and technology could help to enhance production efficiency and effectiveness.
- (a) Explain the Internet technology. (2 marks)
 - (b) Discuss **TWO (2)** main tasks of the CIO. (8 marks)
 - (c) Apply **FIVE (5)** types of Internet tools that could be leveraged by production and scheduling department to strengthen its production performance. (10 marks)
- Q2**
- (a) Differentiate between computer literacy and information systems literacy. (4 marks)
 - (b) Elaborate **THREE (3)** Internet security technologies and tools to safeguard information resources in organisation against external threats. (6 marks)
 - (c) Contrast between spoofing and sniffing, in terms of mechanism of their operating executions. (6 marks)
 - (d) Elaborate **TWO (2)** impacts of Denial-of-Service attacks (DoS) towards the users and the system. (4 marks)
- Q3** In recent years, many firms such as Ford Motors, Toyota Motors, LG Electronics 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 such enterprise applications.
- (a) Describe the process of enterprise systems in providing values for a business. (4 marks)
 - (b) Justify Customer Relationship Management (CRM) and Knowledge Management System (KMS), in enhancing company's business performance. (16 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 **FOUR (4)** unique features of E-commerce. (4 marks)
- (b) Elaborate business significance of any **TWO (2)** of these unique features, based on answers in **Q4(a)**, that have changed the way companies conduct business around the world. (10 marks)
- (c) Apply the mechanism of content and locations-based application to be well-suited for mobile commerce (M-commerce) application. (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 Management Information System manager, has decided to install a filtering software for enhancing internal 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 any restricted website. However, employees complaint that for even some irrelevant and good websites, a pop-up message stating "*Your current setting filters out results that might return unwarranted content. To view those results as well, change your SafeSearch setting.*" 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 Chief Executive Officer of the company. (4 marks)
- (ii) As the Human Resource Manager. (4 marks)
- (iii) As a Production Executive in the Production & Scheduling Department. (4 marks)

- END OF QUESTIONS -

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