



UTHM
Universiti Tun Hussein Onn Malaysia

UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
(ONLINE)
SEMESTER II
SESSION 2019/2020**

COURSE NAME : DECISION SUPPORT SYSTEM
COURSE CODE : BIT 30303
PROGRAMME : BIT
DATE : JULY 2020
DURATION : 2 HOURS
INSTRUCTION : 1. ANSWER **ALL** QUESTIONS.
2. THE STUDENTS SHOULD UPLOAD THE ANSWER BOOKLET (PDF/WORD FORMAT) WITHIN 30 MINUTES AFTER EXAMINATION PERIOD.

THIS QUESTION PAPER CONSISTS OF **TWO (2)** PAGES

CONFIDENTIAL

TERBUKA

- Q1** (a) Distinguish between structured and unstructured problems. (5 marks)
- (b) Determine and explain the following type of problems.
- (i) Manage the Inventory Control (5 marks)
 - (ii) Approve the Capital Budget (5 marks)
 - (iii) Introduce the New Product (5 marks)

- Q2** (a) State and explain **FOUR (4)** areas of application of data mining in decision making process. (8 marks)
- (b) Discuss how data mining can be used in the following cases.
- (i) Telco Customer Churn Analysis, (6 marks)
 - (ii) Online Marketing Campaign. (6 marks)

- Q3** (a) Based on **Figure Q3** calculate the number of pants and jackets that the manufacturer must produce to obtain a maximum profit?

A store has requested a manufacturer to produce pants and sports jackets. For materials, the manufacturer has 750 m² of cotton textile and 1,000 m² of polyester. Every pair of pants (1 unit) needs 1 m² of cotton and 2 m² of polyester. Every jacket needs 1.5 m² of cotton and 1 m² of polyester. The price of the pants is fixed at RM50 and the jacket, RM40.

Figure Q3

- (5 marks)
- (b) Suggest **FIVE (5)** ways how Group Decision Support System (GDSS) is able to improve the classroom experience to support class members for performing group work. (15 marks)

-END OF QUESTIONS-

TERBUKA
CONFIDENTIAL