



UNIVERSITI TUN HUSSEIN ONN MALAYSIA

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

COURSE NAME : MANAGEMENT INFORMATION SYSTEM

COURSE CODE : BIT 30803

PROGRAMME CODE : BIT

EXAMINATION DATE : JULY 2020

DURATION : 3 HOURS

INSTRUCTION :
1. ANSWER ALL QUESTIONS
2. PLEASE MAKE SURE TO CLICK
"SAVE ANSWER" BUTTON FOR
SUBJECTIVE QUESTIONS.
OBJECTIVE QUESTIONS ARE
SAVED AUTOMATICALLY

THIS QUESTION PAPER CONSISTS OF THREE (3) PAGES

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- Q1** Based on your understanding, why do company need to invest in different types of system for different level of management. Justify your answer with examples.
(10 marks)
- Q2** As an IT consultant, you are advising the owner of Sambal Power, a local homebased company that sell different types of instant paste through online. Propose **TWO (2)** appropriate competitive strategies for Sambal Power.
(8 marks)
- Q3** Explain with an example on how process quality can be improved using information system.
(6 marks)
- Q4** Describe the use of personalization and customization in e-commerce with examples.
(6 marks)
- Q5** Questions **Q5(a)- Q5(c)** will be based on Figure **Q5**.

Fresh, Inc. is a small company that imports and distributes sparkling water. You are hired as their Chief of Information Officer. The company is interested in what benefits an enterprise system would bring.

Figure Q5

- (a) Describe the challenges posed by the enterprise applications.
(10 marks)
- (b) Would an enterprise application be appropriate for this company? Justify your answer.
(4 marks)
- (c) Describe the steps you would take to determine your answer in **Q5(a)**.
(6 marks)

Q6 Questions **Q6(a)** - **Q6(c)** will be based on Figure **Q6**.

You are consulting for the information technology division of a state hospital to guide and facilitate the design of a new system for handling the patient registration and medical record. The patient registration and medical record have been previously handled entirely with a paper based process. They would like to set up a system which links government clinics to the hospital.

Figure Q6

- (a) Explain **TWO (2)** problems of managing data resources in a traditional file environment (4 marks)
- (b) Explain how the problems in **Q6(a)** are solved by a database management system (6 marks)
- (c) Describe the initial steps and any preliminary studies should be performed by information technology division to design the new information system. (10 marks)

- END OF QUESTIONS -

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