UTHM
Universiti Tun Hussein Onn Malaysia

UNIVERSITI TUN HUSSEIN ONN MALAYSIA

FINAL EXAMINATION
SEMESTER I
SESSION 2021/2022

COURSE NAME	:	MANAGEMENT INFORMATION SYSTEM
COURSE CODE	:	BIT 30803
PROGRAMME CODE	:	BIT
EXAMINATION DATE	:	JANUARY / FEBRUARY 2022
DURATION	:	3 HOURS
INSTRUCTION	:	1. ANSWER **ALL** QUESTIONS
		2. THIS FINAL EXAMINATION IS CONDUCTED ONLINE AND CLOSE BOOK

TERBUKA

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

Q1 Questions **Q1(a) and Q1(b)** are based on **Figure Q1**.

> **How Databases Can Help Improve Business Performance**
>
> In this day and age, databases are vital tools for business operations. Databases are computer systems that collect, analyze, and store extensive information. This information allows businesses to streamline operations such as inventory tracking.
>
> Furthermore, databases can help the growth of your business in several ways. From improving HR information management to time saving, managing customer data, and more, SQL databases can help improve your business performance in several ways. Continue reading to discover how your business can take advantage of the benefits offered by databases to enhance business performance.

Figure Q1

(a) Show **TWO (2)** impacts of databases on businesses.

(8 marks)

(b) Discover **THREE (3)** security challenges that arise while dealing with databases.

(12 marks)

Q2 (a) What is the purpose of a technical feasibility study?

(10 marks)

(b) Interpret how and when Agile methodologies should be applied.

(10 marks)

CONFIDENTIAL

Q3 (a) Provide **FIVE (5)** examples of typical outsourced IT services.

(10 marks)

(b) Examine **FIVE (5)** important factors to be considered in selecting a software vendor.

(10 marks)

Q4 Questions **Q4(a) and Q4(b)** are based on **Figure Q4**.

> **How Netflix's Business Intelligence is Quickly changing the Sales and Marketing Landscape?**
>
> If you are a Netflix subscriber, you would have noticed that Netflix recommends types of shows or movies that you love to binge on. While most businesses now understand the value of data collection and data mining to make informed decisions and meet individual preferences, Netflix goes a step further. The media service provider not just recommends movies or shows to individuals based on their preferences, but also ensures no single experience even for the same movie or show.
> So, even if the same movie is recommended to two or more subscribers, they are recommended differently. If Netflix has identified you as a fan of comedy, it will display carefully chosen stills of a movie that have characters laughing, or an actor who is a famous comedian. Likewise, if you're an action freak, Netflix will find and serve you some of the best action scenes of the movie.
> Actually, Netflix uses big data analytics to create different types of user personas based on their previous watches and then serves personalized recommendations in the form of changing thumbnails. Showing changing thumbnails instead of a static poster of a movie, that too with stills carefully picked for different personas, makes recommendations even more exciting and eye catchy.
> So, Netflix ensures no-single-experience for different personas and serves what each user is likely to find most interesting. And, this marketing strategy has been working out pretty well for the streaming service provider.

Figure Q4

(a) How does Netflix create intelligence?

(10 marks)

(b) How does Netlix use data analytics?

(10 marks)

3   **CONFIDENTIAL**

Q5 Answer **Q5(a) and Q5(b)** based on **Figure Q5.**

> MyAssaf Computer Sales & Services is a new local company in
> Parit Raja. The company repairs and build customized computer
> based on orders from customers.

Figure Q5

(a) Analyze **THREE (3)** competitive strategies that can be used by MyAssaf Computer Sales & Services.

               (12 marks)

(b) Examine the competitive strategy in **Q5(a)**, which is difficult to implement? Justify your answer.

               (8 marks)

- END OF QUESTIONS –

TERBUKA