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Universiti Tun Hussein Onn Malaysia

UNIVERSITI TUN HUSSEIN ONN MALAYSIA

FINAL EXAMINATION
SEMESTER II
SESSION 2021/2022

COURSE NAME	:	MANAGEMENT INFORMATION SYSTEMS
COURSE CODE	:	BPA 20703
PROGRAMME CODE	:	BPB
EXAMINATION DATE	:	JULY 2022
DURATION	:	3 HOURS
INSTRUCTIONS	:	1. ANSWER **ALL QUESTIONS**
		2. THIS FINAL EXAMINATION IS CONDUCTED VIA **CLOSED BOOK**
		3. STUDENTS ARE **PROHIBITED** TO CONSULT THEIR OWN MATERIAL OR ANY EXTERNAL RESOURCES DURING THE EXAMINATION CONDUCTED VIA CLOSED BOOK

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

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Q1 (a) Differentiate between a simple network and the network infrastructure for a large company.

(5 marks)

(b) Describe **TWO (2)** principal technologies that have shaped contemporary telecommunications systems.

(5 marks)

(c) You have been hired by a small new web design firm to set up a network for its single office location. The network is primarily needed for exchanging files, accessing and managing beta websites on their web server, and connecting to the Internet. The firm hires many freelancers who come into the office on an ad-hoc basis, and it does not have a lot of money to spend on infrastructure.

(i) Recommend type of network suitable for the above situation.

(6 marks)

(ii) Illustrate the network propose in **Q1c(i).** Label the devices or equipment use in the network.

(5 marks)

Q2 (a) Grab is a tech unicorn from South East Asia, established in 2012. With break-through innovations and the revolution of data, it has emerged as a market leader in the on-demand sector. Grab, which started as an on-demand taxi business under the name GrabTaxi has grown out to be a platform where one can hire anything that runs on wheels. The platform offers more than ten types of on-demand ride-hailing services, including taxis, private cars, bike taxis, carpooling, bike pooling, shuttle services, etc. The giant expanded its operations in not just the ride-hailing sector but also set foot in new business verticals such as food delivery, grocery shopping, logistics delivery, on-demand video platform, hotel booking, ticket purchasing, financial services, etc. Thus, Grab started offering multiple on-demand services under one roof, similar to the concept of Gojek, and emerged as a super app in Southeast Asian countries.

(Source: https://seoaves.com, 2022)

Based on above case study, answer the following questions:

(i)   Explain in details **TWO (2)** enterprise systems functions that can help Grab to achieve operational excellence.

(8 marks)

(ii)   Elaborate business model used by Grab company to generate revenue. Provide **ONE (1)** example of Grab applications for your elaboration.

(7 marks)

(b)   Uber, the so-called "ride hailing service" is headquartered in San Francisco and was founded in 2009 by Travis Kalanick and Garrett Camp. Uber is the posterchild for the on-demand economy, a place where independent contractors respond to online requests for service. Uber's various services for transporting people rely on a smartphone app to hail a ride provided by an independent driver who is not an employee of the company.

(Source: Laudon & Laudon, 2017)

Based on above case study, answer the following questions:

(i)   Discuss **TWO (2)** unique features of Uber services as digital goods.

(5 marks)

(ii)   Recommend the right type of e-commerce for Uber based on case described above.

(5 marks)

Q3   The Malaysian government is a major healthcare provider. The government plans to have 33 paperless public hospitals in Malaysia in the next few years. These paperless hospitals will be backed by information systems that will collect, process, and retrieve data. This will not only help to increase the operating efficiency of these hospitals but will also be environment-friendly. So far, the government has been successful in making two public hospitals paperless, and work to make 31 other hospitals paperless is in progress. Although the government has formulated a code of conduct for doctors to be good practitioners, there is no code in place for information ethics. There is an urgent need to regulate the collection, storage, and communication of medical data and patient information to prevent misuse.

From the above scenario, answer the following questions;

(a)   Discuss **TWO (2)** concerns patients might have by digitalization of the patient personal health information.

(6 marks)

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(b)   Suggest **ONE (1)** method to the hospital's top management to prevent the misuse of personal information.

(8 marks)

(c)   Elaborate the ethical code of conduct that should be implemented at the hospital to secure the sensitive information gathered by healthcare service providers.

(15 marks)

Q4   When cryptocurrency was first introduced, there were a number of early adopters from within the dark web. As a result, many businesses may view platforms such as bitcoin as slightly unethical and have reservations about using any cryptocurrency. Like all cryptocurrencies, bitcoin is currently unregulated. As cryptocurrency becomes more widely embraced, businesses should be keeping a close eye on how this technology develops and consider how it could be used to their advantage.

(a)   Discuss **THREE (3)** advantages of cryptocurrency to be use in the current business environment.

(9 marks)

(b)   (i)   Cryptocurrency such as Bitcoin can be the future of money in Malaysia.

Elaborate your agreement or disagreement of the above statement.

(10 marks)

(ii)   Explain **TWO (2)** risks of using cryptocurrency in the digital business.

(6 marks)

-END OF QUESTIONS-

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