



**UNIVERSITI TUN HUSSEIN ONN MALAYSIA**

**FINAL EXAMINATION  
SEMESTER II  
SESSION 2021/2022**

- COURSE NAME : MANAGEMENT INFORMATION SYSTEM
- COURSE CODE : BIT 30803
- PROGRAMME CODE : BIT
- EXAMINATION DATE : JULY 2022
- DURATION : 3 HOURS
- INSTRUCTION :
1. ANSWER **ALL** QUESTIONS.
  2. THIS FINAL EXAMINATION IS AN **ONLINE ASSESSMENT** AND 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 **THREE (3)** PAGES

- Q1** (a) Differentiate between Database and Data Warehouse. (6 marks)
- (b) Describe the functionality of the staging area in data warehouse architecture. (2 marks)
- Q2** (a) Explain the unfreeze stage in Lewin's change model for organizational change. (4 marks)
- (b) Discuss **THREE (3)** challenges in implementing organizational change which can occur in the organization. (6 marks)
- (c) Describe technologies that can enhance the role of information systems in the competitive business environment. (6 marks)
- Q3** (a) Describe the **THREE (3)** categories of e-commerce. Give an example for each. (6 marks)
- (b) Differentiate between e-commerce, digital markets, and digital goods. (6 marks)
- (c) List **FOUR (4)** business enterprise elements. (4 marks)
- (d) Justify why organizations want to integrate their business processes. (2 marks)
- Q4** (a) Describe **TWO (2)** methodologies for modeling and designing systems. (8 marks)

- (b) Explain **FIVE (5)** alternatives for system building methods in an information system. (10 marks)
- (c) Based on the answer in **Q4(b)**, which of the system building methods can reduce the time and cost of implementation. Justify your answer. (4 marks)

**Q5** Based on **Figure Q5**, answer **Q5(a)** and **Q5(b)**.

GENTING Hong Kong's troubles reflect an Asian tourism industry that's largely been cautious about reopening and it could signal that other companies will be in similar trouble. Malaysian University of Science and Technology's Institute of Post-graduate Studies dean Dr Geoffrey Williams said the Genting Hong Kong issue has a tidal wave effect through the whole industry supply-chain and financing system.

He believes it will take a long time to recover because once the business closes there may not be buyers for the assets or companies prepared to risk starting in this business soon.

"This is another warning sign of the impact of the global lockdowns on the tourism and travel industry. We have seen the damage on hotels and hospitality and also in airlines like AirAsia Group Bhd and now an example from the cruise industry.

(NUR HANANI AZMAN, themalaysianreserve.com)

**Figure Q5**

- (a) Describe external agents that can give advantages to the industry. (6 marks)
- (b) Based on Porter's Five Forces, discuss how the model can enhance the attractiveness of the industry. (10 marks)

-END OF QUESTIONS -

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