



UTHM

Universiti Tun Hussein Onn Malaysia

UNIVERSITI TUN HUSSEIN ONN MALAYSIA

FINAL EXAMINATION SEMESTER I SESSION 2022/2023

- COURSE NAME : MANAGEMENT INFORMATION SYSTEM
- COURSE CODE : DAT 20603
- PROGRAMME CODE : DAT
- EXAMINATION DATE : FEBRUARY 2023
- DURATION : 2 HOURS 30 MINUTES
- INSTRUCTION :
1. ANSWER **ALL** QUESTIONS
 2. THIS FINAL EXAMINATION IS CONDUCTED VIA **CLOSE 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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INSTRUCTION: Please answer ALL of the questions.

- Q1** (a) At a high level, list the **FIVE (5)** components of an information system that supports order fulfillment. (5 marks)
- (b) Describe **FIVE (5)** roles people play as a component of a management information system. (5 marks)
- (c) Describe, with examples, **THREE (3)** characteristics that make information valuable. (10 marks)
- Q2** Suppose you decide to start a business that recruits students for summer jobs. You will match available students with available jobs. It would help if you learned what positions are available and what students are available to fill them. In starting your business, you know you will compete with local newspapers, Craigslist (www.craigslist.org), and your college. You will probably have other local competitors as well.
- (a) Describe the primary value chain activities as they apply to this business. (15 marks)
- (b) Explain **FIVE (5)** types of information systems that could be used to support the business process in **Q2 (a)**. (5 marks)

- Q3** The value that attracts millions of customers to Starbucks Corporation (SBUX) every day comes from capabilities that are based in its value chain.
- (a) Lists **THREE (3)** basic strategies that companies adopt to compete. (3 marks)
 - (b) Describe how information systems support each strategy. (6 marks)
 - (c) Explain the “hybrid” strategy. (3 marks)
 - (d) Which component of an information system is most critical to success in growing and transforming the Starbucks Corporation (SBUX)’s business? (8 marks)
- Q4**
- (a) List the role of information systems in business problem-solving. (5 marks)
 - (b) Describe Porter’s Five Forces model. (5 marks)
 - (c) Describe the Apple personal computer industry using the Porter’s **FIVE (5)** Forces model. (10 marks)

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- Q5** (a) Discuss the **FIVE (5)** IT Megatrends that management information system (MIS) personnel should possess valuable real-world skills. (10 marks)
- (b) Explain **FIVE (5)** reasons why a firm might outsource its management information systems (MIS) services. (10 marks)

-END OF QUESTIONS-

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