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UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER I
SESSION 2023/2024**

COURSE NAME : MANAGEMENT INFORMATION SYSTEM
COURSE CODE : DAT 20603
PROGRAMME CODE : DAT
EXAMINATION DATE : JANUARY / FEBRUARY 2024
DURATION : 2 HOURS 30 MINUTES
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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SECTION A (100 MARKS)

- Q1** (a) List the **SIX (6)** components of a Computer-Based Information System (CBIS) that supports online buying or selling of products. (6 marks)
- (b) Describe **FOUR (4)** most common types of e-commerce which do not involve public sectors or government agencies. (4 marks)
- (c) Illustrate **FOUR (4)** most suitable information systems that will support a newly established computer store consists of 10 staffs, that provide repair services and selling of various computer devices. (10 marks)
- Q2** A system is designed to fit or fulfil the needs of different user levels or positions. Suppose you are asked to develop Universiti Tun Hussein Onn Malaysia (UTHM) Laboratory Assets Management System (LSMS) for the usage of both Batu Pahat and Pagoh branches. LSMS is supposed to keep the information of all the laboratories items (assets) such as computer devices (e.g., monitor, projector, CPU, speaker, microphone, regulator, keyboard) for Faculty of Computer Science & Information System (FSKTM) laboratories and Centre for Diploma Studies (CeDS) laboratories. Meanwhile for other faculties such as Faculty of Engineering Technology (FTK), Faculty of Electrical & Electronic Engineering (FKEE) and others, their laboratories assets would be for example; electric generators, electric motors, electric transformers, circuit cables and Arduino sets. The person managing the laboratories are the Assistant Engineers. There would be a Laboratory Coordinator for each faculty that supervises the Assistant Engineers. Reports on the current assets' status will be generated and checked occasionally, by UTHM upper management. The system cannot be accessed or used by students and other staff members (e.g., academic staffs, management staffs).
- (a) Define the management level of the associated users of LSMS. (6 marks)
- (b) Describe the types of information systems suitable for each of the management level usage based on **Q2 (a)**. (6 marks)

- (c) Illustrate a Business Intelligence (BI) dashboard interface for the UTHM upper management reference or usage, that may be embedded in the LSMS in order to examine the overall assets need and usages. (8 marks)
- Q3** The structure of business processes determines the design of supporting information systems.
- (a) Define all **FOUR (4)** of Porter's Four Competitive Strategies. (4 marks)
- (b) List how competitive strategy determine the value chain structure. (4 marks)
- (c) Explain the meaning of "value chain". (2 marks)
- (d) List all the **FIVE (5)** primary activities of value chain. (5 marks)
- (e) Explain the meaning of "competitive advantage". (2 marks)
- (f) Explain the purpose of competitive advantage. (3 marks)
- Q4** (a) Define Enterprise Resource Planning (ERP) system. (2 marks)
- (b) Define **THREE (3)** most widely used Enterprise Resource Planning (ERP) modules in the software. (3 marks)
- (c) Explain **FIVE (5)** major benefits of Enterprise Resource Planning (ERP). (10 marks)
- (d) List **FIVE (5)** business value of Customer Relationship Management (CRM) systems. (5 marks)
- Q5** (a) Define Knowledge Management.

- (1 mark)
- (b) Define **FOUR (4)** of the knowledge management steps. (4 marks)
- (c) Explain **FIVE (5)** reasons why a firm might outsource its management information systems (MIS) services. (10 marks)
- (d) Demonstrate **TWO (2)** features based on Artificial Intelligence (AI) technology that can be implemented in e-commerce. (5 marks)

- END OF QUESTIONS -