

**CONFIDENTIAL**



**UNIVERSITI TUN HUSSEIN ONN MALAYSIA**

**FINAL EXAMINATION  
SEMESTER III  
SESSION 2018/2019**

COURSE NAME : MANAGEMENT INFORMATION SYSTEMS  
COURSE CODE : DAT 20603  
PROGRAMME : DAT  
EXAMINATION DATE : AUGUST 2019  
DURATION : 2 HOURS 30 MINUTES  
INSTRUCTION : ANSWER ALL QUESTIONS

**TERBUKA**

THIS QUESTION PAPER CONSISTS OF **SIX (6)** PAGES

**CONFIDENTIAL**

**Q1** Identify whether the following statements are TRUE or FALSE.

- (a) Management Information System (MIS) is identifying the information that is needed for effective decision making in organizations.
- (b) MIS is a set of unrelated components that collect (or retrieve), process, store, and distribute information to support decision making and control in an organization.
- (c) Activities in information system starts with Input, Feedback, Process and end with Output.
- (d) Management Level information system perform periodic monitoring, control, decision-making and administration of organization.
- (e) Data are clusters of facts meaningful and useful to human beings in processes such as making decisions.
- (f) Information are streams of raw facts representing events such as business transactions, which are meaningless without structure.
- (g) The key drivers of competitive advantage are cost leadership and differentiation of product.
- (h) Telecommunications medium is any material substance that carries a mechanical structure to support communications between a sending and receiving device.
- (i) Strategic Level information system focuses on long term planning and strategies of an organization.
- (j) MIS is using technology to create business value.
- (k) Competitive advantage is the ability of an organization to add less value for its customers than its rivals and therefore attain a position of relative advantage.
- (l) Networking protocol is a set of rules, algorithms, messages, and other mechanisms that enable software and hardware in networked devices to communicate effectively.
- (m) Structured decision can be automated because a well-defined standard operating procedure exists for these types of decisions and is known as programmable tasks.

- (n) Executive Information Systems (EIS) is an interactive information system that give executives easy access to internal and external data that include drill-down features and a digital dashboard for examining and analyzing information.
- (o) Group Support Systems (GSSs) assist decision makers working in groups by not using computer and communication technologies to formulate, process, and implement a decision-making task.
- (p) Competitive analysis is the process of identifying key competitors; assessing their objectives, strategies, strengths and weaknesses, and reaction patterns; and selecting which competitors to attack or avoid.
- (q) Groupware is intended for teamwork than for decision support; it is a software that helps a group of decision makers work with the same application regardless of their location.
- (r) Trojan Horse is an animal that, unknown to the user, contains instructions that exploit a known vulnerability in some software.
- (s) Unstructured decisions are a one-time decision with no standard operating procedure where the decision maker's intuition plays an important role as information technology offers less support for the decisions.
- (t) Decision Support System (DSS) is an un-interactive information system designed to assist policy makers in an organization.
- (u) Phishing or Spoofing is faking an e-mail address or Web page to trick users into passing along critical information like passwords or credit card numbers.
- (v) Sniffer are programs that search individual packets of data as they pass through the Internet capturing passwords or entire contents.
- (w) MIS professionals bridge the gap between business and technical minds.
- (x) Expert Systems provide management level advice and desire for operational decisions.
- (y) Transaction Processing Systems are systems that perform and record daily routine transactions unnecessary for business.

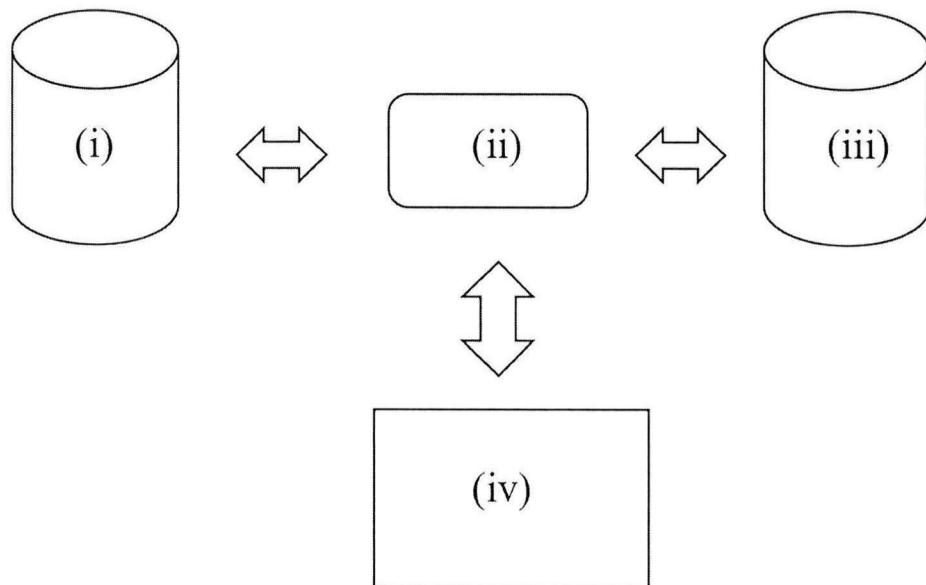
(25 marks)

- Q2**
- (a) Determine the fundamental role of Information Systems (IS) in business. (3 marks)
  - (b) Provide **THREE (3)** objectives of competitive advantage. (6 marks)
  - (c) Distinguish between *tangible costs and benefits* and *intangible costs and benefits* in the cost versus benefits analysis. (3 marks)
  - (d) Provide **TWO (2)** examples of tangible benefits and **TWO (2)** examples of intangible benefits. (4 marks)
  - (e) Elaborate the risks of outsourcing based on these factors. (6 marks)
    - (i) Country risks.
    - (ii) Contract risks.
    - (iii) Strategic risks.
  - (f) Provide **THREE (3)** examples of some key technologies that have influenced outsourcing. (3 marks)

**TERBUKA**

*[Faint, illegible text]*

- Q3** (a) Explore the **FOUR (4)** phases of decision making with explanations. (12 marks)
- (b) Explain **THREE (3)** advantages and **TWO (2)** disadvantages of Group Support Systems (GSSs). (5 marks)
- (c) Determine components of Decision Support System (DSS) in the given model with explanations.



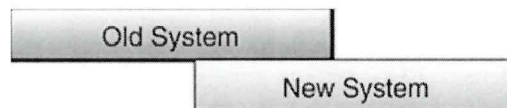
(8 marks)

**TERBUKA**

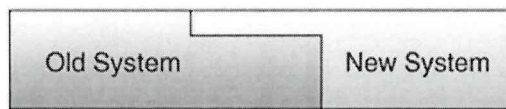
**Q4** (a) Determine **FIVE (5)** strategies a firm should take to make a successful move towards globalization in the context of building an international information system. (10 marks)

(b) Determine the system conversion strategies that would match the following graphical representation.

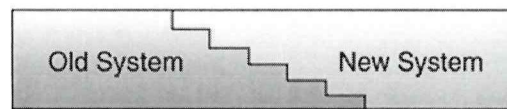
(i)



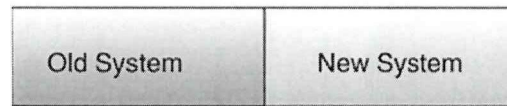
(ii)



(iii)



(iv)



(4 marks)

(c) Derive the differences between the four system conversion strategies in **Q4(b)**. (8 marks)

(d) Give **THREE (3)** examples of computer devices that measure physical traits that make each individual unique or better known as Biometric security measures. (3 marks)

**TERBUKA**

- END OF QUESTIONS -