



UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER II
SESSION 2014/2015**

COURSE NAME : DECISION SUPPORT SYSTEM
COURSE CODE : BIT 30303
PROGRAMME : 3 BIT
DATE : JUNE 2015 / JULY 2015
DURATION : 2 HOURS AND 30 MINUTES
INSTRUCTION : ANSWER **ALL** QUESTIONS.

THIS QUESTION PAPER CONSISTS OF **THREE (3)** PAGES

- Q1** (a) Explain how decision making process can be improved in an organisation. (6 marks)
- (b) Describe the phases of Simon's model. (6 marks)
- (c) Based on the scenario in Figure **Q1**, list the possible activities occurred in each phase of Simon's model. (8 marks)

Pacific Sunwear is a specialty retailer offering casual fashion styles under its own brand. The company provides customers' need and concerned with the financial viability of the store. Their problem is to track store and product performance.

FIGURE Q1

- Q2** (a) Suggest **THREE (3)** possible strategies to provide better decision making process. (6 marks)
- (b) Describe the effect of a decision maker's perception on the decision making process. (6 marks)
- (c) Explain the importance of bounded rationality concept to a decision process. (8 marks)
- Q3** (a) Describe **TWO (2)** methods of modeling a decision structure. Support your answer with diagrams. (6 marks)
- (b) Show **TWO (2)** diagrams using both methods in **Q3(a)** to model a decision structure to buy a car. (14 marks)

- Q4** (a) List **FOUR (4)** criteria to build a Decision Support System (DSS). (4 marks)
- (b) Explain how poor data quality can lead to bad decisions. (6 marks)
- (c) Explain how a web-based DSS can be used to support decision making in a company. (10 marks)

Q5 Questions **Q5(a)** and **Q5(b)** are based on the case study in Figure **Q5**.

Heart disease is the number-one killer in Malaysia and in a cardiac crisis, each minute matters. Malaysia Healthcare System (MHS) is a new cardiac monitoring system for health care that saves life by radically cutting the time it takes to treat a heart attack. In addition, this for-profit system is making profits for its investors, using state-of-art information and decision support system.

FIGURE Q5

- (a) List some internal and external data could be found in MHS. (10 marks)
- (b) Recommend DSS components that can be used in the case study of Figure **Q5**. (10 marks)

- **END OF QUESTION** -