



**UNIVERSITI TUN HUSSEIN ONN MALAYSIA**

**FINAL EXAMINATION  
SEMESTER II  
SESSION 2016/2017**

**TERBUKA**

COURSE NAME : DECISION SUPPORT SYSTEM  
COURSE CODE : BIT 30303  
PROGRAMME CODE : BIT  
DATE : JUNE 2017  
DURATION : 2 HOURS 30 MINUTES  
INSTRUCTION : ANSWER **ALL** QUESTIONS

THIS QUESTION PAPER CONSISTS OF **FOUR (4)** PAGES

**Q1** Most of the managers use their intuition and their decision styles to make an effective decision, however, they make bounded rationality about future states of the world.

(a) Describe **THREE (3)** forces that affect a particular individual's decision styles. (6 marks)

(b) Give **THREE (3)** examples how decision maker can reduce the risk. (4 marks)

(c) Differentiate between Effective Decision and Bounded Rationality? (5 marks)

**Q2** (a) Describe **TWO (2)** decision making strategies to gain effective decision. (4 marks)

(b) Describe each phase of Simon's model. (6 marks)

(c) Given the following scenario:

Sunny Bakery is a small grocery store, provides customers' need and concerned with the financial viability of the store. Bread is one of their major daily products. They decide to develop their own spreadsheet DSS application to supply as much bread to stock each day.

Suggest decision making process in each phase of Simon's model

(10 marks)

**Q3** Given the following case study:

SunRise Garments is a leading clothing company with over 100 departmental stores in Malaysia, have to reconsider the best way to secure and maintain a competitive advantage. With increasing competition, they are planning on using a sophisticated decision support system. The existing system in the company handles large amounts of data, however, inadequate data access and analysis capabilities prevented managers from exploiting the wealth of information buried in their business transaction.

(a) Describe **THREE (3)** decisions that can be supported by the new decision support system. (6 marks)

- (b) Explain how the company is able to gain competitive advantage against its competitors by introducing new DSS. (4 marks)
- (c) Identify **THREE (3)** risks in implementing a DSS project. (6 marks)
- (d) Discuss by giving an example how the new DSS can benefit from integration with an expert system. (4 marks)
- (e) Discuss **FIVE (5)** major steps in the development process of a typical DSS application. (10 marks)

- Q4** (a) Define the group decision making process. (3 marks)
- (b) State **TWO (2)** disadvantages of working in groups. (4 marks)
- (c) List **THREE (3)** examples of products that give indirect support to decision making. (3 marks)

**Q5** Given the following scenario:

The Fun Creation is a leading manufacturer of Toys industry, is attempting to change the way its managers making decision. A rapidly changing customer's need demands them to take a proactive approach in innovating new product. It has recently let them down in not turning ideas into tangible results quickly and has therefore begun to lag behind competitors.

- (a) Identify **TWO (2)** possible failure factors. (4 marks)
- (b) Give **THREE (3)** benefits that can be gained by introducing new DSS. (6 marks)
- (c) Propose **TWO (2)** analysis tools to provide better decision in your system? (6 marks)