UTHM
Universiti Tun Hussein Onn Malaysia

UNIVERSITI TUN HUSSEIN ONN MALAYSIA

FINAL EXAMINATION
SEMESTER II
SESSION 2016/2017

COURSE NAME	:	MANAGEMENT INFORMATION SYSTEM
COURSE CODE	:	BIT 30803
PROGRAMME CODE	:	BIT
EXAMINATION DATE	:	JUNE 2017
DURATION	:	3 HOURS
INSTRUCTION	:	ANSWER **ALL** QUESTIONS

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

Q1   (a)   Discuss how information systems are linked to the business objectives of an organisation.

(4 marks)

(b)   Discuss **FOUR (4)** major types of information systems that serve the main management groups within a business.

(8 marks)

(c)   From your answer in **Q1(b),** identify the relationships among these systems.

(4 marks)

Q2   (a)   Questions **Q2(a)(i) - Q2(a)(ii)** will be based on **Figure Q2(a).**

> Cemerlang Computer is a new, local computer repair store in Parit Raja that also builds customized computer based on orders from customers.

Figure Q2(a)

(i)   Analyze **THREE (3)** competitive strategies that can be used by Cemerlang Computer.

(9 marks)

(ii)   Which of the competitive strategy is difficult to implement? Justify your answer.

(4 marks)

(b)   Differentiate between a structured and an unstructured problem and give an example of each.

(6 marks)

Q3   (a)   You are a marketing manager for a local cinema.

(i)   Give **THREE (3)** examples of data that your department could use for creating meaningful information.

(6 marks)

(ii)   Suggest **TWO (2)** examples of information that data in **Q3(a)(i)** could produce.

(4 marks)

(b)   Questions **Q3(b)(i)- Q3(b)(iii)** will be based on Figure **Q3(b)**.

> You are consulting for the information technology division of
> a state university to guide and facilitate the design of a new
> system for handling the university applications, which has
> previously been handled entirely with a paper-based process.
> They would like to set up a system by which prospective students
> can apply online.

Figure Q3(b)

(i)   Suggest **TWO (2)** problems of managing data resources in a traditional file
       environment.

(4 marks)

(ii)   Explain how the problems in **Q3(b)(i)** are solved by a database management
       system.

(4 marks)

(iii) Describe in detail their first steps and any studies they should perform before
       designing the new information system.

(6 marks)

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Q4   (a)   Identify the unique features of e-commerce, digital markets, and digital goods.

(6 marks)

(b)   Describe the use of personalization and customization in e-commerce.

(6 marks)

(c)   Suggest **THREE (3)** roles of m-commerce in business and its examples applications.

(6 marks)

(d)   Questions **Q4(d)** will be based on **Figure Q4(d).**

> Web site tracking software can log the path a customer took
> through the Web site, the time spent on the site, and what
> geographic area, in general, the customer is from, all of which
> can help in customer analysis. It can also log the customer's
> operating system and which browser the customer is using.

Figure Q4(d)

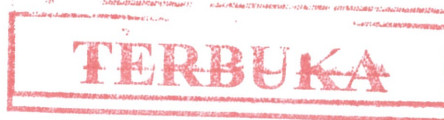Give **THREE (3)** examples how could these last two data items be of interest to a company.

(9 marks)

Q5   Questions **Q5(a)-Q5(b)** will be based on **Figure Q5**.

> The home improvement store you work for, DIY Discount, has noticed that
> one of its brands of light bulb is not selling nearly as well as
> anticipated.

Figure Q5

(a)   Which information systems of the business will you use to find out about the number of sales?

(2 marks)

(b)   Discuss the information you will retrieve from each system below to be used for analysis of the poor performance.

      (i)   Management Information System (MIS)

(4 marks)

      (ii)   Executive Information System (EIS)

(4 marks)

      (iii)   Decision Support System (DSS)

(4 marks)

- END OF QUESTIONS -