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UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER II
SESSION 2017/2018**

COURSE NAME : MANAGEMENT INFORMATION SYSTEM

COURSE CODE : BIT 30803

PROGRAMME CODE : BIT

EXAMINATION DATE : JUNE / JULY 2018

DURATION : 3 HOURS

INSTRUCTION : ANSWER ALL QUESTIONS

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THIS QUESTION PAPER CONSISTS OF FOUR (4) PAGES

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Q1 State either **TRUE** or **FALSE** for each of the following questions.

- (a) Operational management is responsible for directing the day-to-day operations of the business and therefore needs transaction-level information. (1 mark)
- (b) Transaction processing systems (TPS) are most commonly used by the senior management level of an organization. (1 mark)
- (c) A transaction processing system is a computerized system that performs and records the daily routine transactions necessary to conduct business. (1 mark)
- (d) Decision support systems help managers make decisions that are unique, rapidly changing, and not easily specified in advance. (1 mark)
- (e) A Skype conference call using Voice Over IP (VOIP) and webcam is an example of a remote, synchronous collaboration tool. (1 mark)
- (f) An information systems plan contains a statement of corporate goals and specifies how information technology will support the attainment of those goals. (1 mark)
- (g) E-commerce refers to the use of any networking technologies to transact business. (1 mark)
- (h) A hotel reservation system is a typical example of a management information system. (1 mark)
- (i) Firms can use social networking sites to improve their efficiency in customer service. (1 mark)
- (j) Analytical customer relationship management (CRM) uses tools to analyze customer data collected from the firm's customer touch points and from other sources. (1 mark)

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- (k) Inputting data into a poorly programmed Web form in order to disrupt a company's systems and networks is called as DoS attack. (1 mark)
- (l) Redirecting a web link to a different address is a form of spoofing. (1 mark)
- (m) A hub is a networking device that connects network components and is used to filter and forward data to specified destinations on the network. (1 mark)
- (n) A data dictionary is a language associated with a database management system that end users and programmers use to manipulate data in the database. (1 mark)
- (o) Enterprise integration requires software that can link disparate applications and enable data to flow freely among different parts of the business. (1 mark)
- (p) Expert systems capture the knowledge of skilled employees in the form of a set of rules in a software system that can be used by others in the organization. (1 mark)
- (q) The type of decision that can made by following a definite procedure is called a semistructured decision. (1 mark)
- (r) A data flow diagram offers a logical and graphical model of information flow, partitioning a system into modules that show manageable levels of detail. (1 mark)
- (s) A structure chart is a bottom-up chart, showing each level of design, its relationship to other levels, and its place in the overall design structure. (1 mark)
- (t) Systems development activities always take place in sequential order. (1 mark)

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- Q2** (a) Discuss how information systems are linked to the business objectives of an organisation. (4 marks)
- (b) Describe the following capabilities of database management systems (DBMS).
- (i) Data definition capability. (2 marks)
 - (ii) Data dictionary. (2 marks)
 - (iii) Data manipulation language. (2 marks)
- (c) Differentiate between data warehouse and data mart in business intelligence infrastructure. (4 marks)
- Q3** (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)
- Q4** (a) Explain **THREE (3)** level of managers in an organization. (6 marks)
- (b) Identify their types of decision making characteristic from **Q4(a)**. (6 marks)
- Q5** (a) Describe **TWO (2)** types of methodologies for modeling and designing systems. (4 marks)
- (b) Discuss **SIX (6)** phases in the system development processes. (12 marks)

- END OF QUESTION -