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Universiti Tun Hussein Onn Malaysia

UNIVERSITI TUN HUSSEIN ONN MALAYSIA

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

COURSE NAME : MANAGEMENT INFORMATION SYSTEM
COURSE CODE : BIT 30803
PROGRAMME CODE : BIT
EXAMINATION DATE : JUNE / JULY 2019
DURATION : 3 HOURS
INSTRUCTION : ANSWER ALL QUESTIONS

THIS QUESTION PAPER CONSISTS OF THREE (3) PAGES

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- Q1** (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)
- Q2** (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)
- Q3** (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)
- Q4** (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)

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

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. Justify your answer.

(4 marks)

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

(6 marks)

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

(6 marks)

- END OF QUESTIONS -

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