UTHM
Universiti Tun Hussein Onn Malaysia

UNIVERSITI TUN HUSSEIN ONN MALAYSIA
FINAL EXAMINATION
SEMESTER I
SESSION 2019/2020

COURSE NAME	:	DECISION SUPPORT SYSTEM
COURSE CODE	:	BIT 30303
PROGRAMME CODE	:	BIT
EXAMINATION DATE	:	DECEMBER 2019 / JANUARY 2020
DURATION	:	3 HOURS
INSTRUCTION	:	ANSWER **ALL** QUESTIONS.

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THIS QUESTION PAPER CONSISTS OF THREE (3) PAGES

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Q1. (a) Explain briefly the Business Pressures–Responses–Support model.

(4 marks)

(b) Describe the following major factors in today's business environment.

(i) Global Market-related, (2 marks)

(ii) Consumer demand-related, (2 marks)

(iii) Technology-related. (2 marks)

(c) Discuss the following DSS application development and give TWO (2) examples of each application.

(i) Data-driven DSS (5 marks)

(ii) Model-driven DSS (5 marks)

Q2. (a) Discuss the importance of decision styles.

(5 marks)

(b) Differentiate between single and multiple decision makers.

(10 marks)

Q3. Based of the following scenario, describe the major steps in making decision process.

(a) Buy a house (7 marks)

(b) Select a Menu (8 marks)

Q4. (a) Describe the data mining approach relate to DSS development.

(5 marks)

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    (b)   Based on the following situation, suggest the data mining approach to improve the business of the company.

        (i)   Pricing-sale optimization,   (5 marks)

        (ii)   Marketing-target Campaign.   (5 marks)

Q5.   (a)   Describe the architecture of Decision Support System.

                                                        (5 marks)

    (b)   Draw the conceptual architecture of Decision Support System.

                                                          (5 marks)

    (c)   Use Q5(b), discuss the DSS development of the following situation,

        (i)   Air line Ticketing System   (5 marks)

        (ii)   Hotel Reservation System   (5 marks)

Q6.   (a)   Describe **THREE (3)** elements of work system.

                                                           (5 marks)

    (b)   Given scenario in Figure **Q6**, identify **THREE (3)** elements of the work system. Give your season.

> Maju Entreprise is leading clothing with over 100 departmental stores in Malaysia. The departmental stores 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.

FIGURE Q6

                                                        (10 marks)

- END OF QUESTIONS -

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