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**UNIVERSITI TUN HUSSEIN ONN MALAYSIA**

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

**COURSE NAME** : MANAGEMENT INFORMATION SYSTEM  
**COURSE CODE** : BPA 20703  
**PROGRAMME CODE** : BPA/BPB  
**EXAMINATION DATE** : JUNE / JULY 2018  
**DURATION** : 2 HOURS 30 MINUTES  
**INSTRUCTION** : ANSWER ALL QUESTIONS

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

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- Q1**
- (a) Determine **ONE (1)** major problem facing corporations today with respect to telecommunications.  
(3 marks)
  - (b) Explain **ONE (1)** important tool or technology for safeguarding information resources.  
(4 marks)
  - (c) Distinguish **ONE (1)** advantage of Wi-Fi and high-speed cellular systems for accessing the Internet.  
(6 marks)
  - (d) Elaborate the important basic features of RFID technology that can simplify basic library processes like the lending and returns of books at UTHM Library with the illustration.  
(7 marks)
- Q2**
- (a) Identify **TWO (2)** cloud-based enterprise applications advantages.  
(4 marks)
  - (b) Distinguish between a push-based and a pull-based model of supply chain management  
(5 marks)
  - (c) Alpha Office is a global supplier of office supply products and services around Asia region. The company tries to offer a wider range of office supplies at lower cost than other retailers by using just-in-time replenishment and tight inventory control systems. It uses information from a demand forecasting system and point-of-sale data to replenish its inventory in its 800 retail stores around Asia.
    - (i) Explain the function of this system to help Alpha Office minimize costs or any other benefits.  
(4 marks)

- (ii) With a wide range of retail stores around Asian, Alpha Office wanted to learn more about their customers in real time. The company plan to use interactive system that enables an organization to conduct communications related to sales, marketing, and customer service activities through a mobile medium for the purpose of building and maintaining relationships with its customers

Recommend **ONE (1)** suitable system to help the company to solve this problem.

(7 marks)

- Q3** (a) The Athlete Shop is small business with three retails stores and e-commerce site selling sport related clothing. Additionally, the company has been building a Facebook page to maintain their customer relationship for over three years.

- (i) State **TWO (2)** examples of management decisions that were facilitated by using social media to interact with customers.

(2 marks)

- (ii) Explain **TWO (2)** advantages and disadvantages of using social media as a medium for product advertising.

(8 marks)

- (b) Discuss the effect of e-commerce and the Internet towards companies and their customers with appropriate examples.

(4 marks)

- (c) Explain **THREE (3)** main features of social e-commerce and their value to marketers.

(6 marks)

- Q4** (a) Ethical issues long preceded information technology. Nevertheless, information technology has heightened ethical concerns, taxed existing social arrangements, and made some laws obsolete or severely crippled.
- (i) List **THREE (3)** basic concepts concerning ethics in an information society. (3 marks)
- (ii) Discuss **TWO (2)** basic concepts within an information society. (7 marks)
- (b) Most people know that it is illegal to intercept people's mail or to tap phone lines. Even the police needs a warrant from a judge to violate privacy in this manner. However, many people are not aware that these legal protections do not extend to broadcast communication systems. Also, employees are often unaware that companies can routinely monitor their computer usage and read electronic mail messages. Similarly, companies are allowed to monitor phone calls on the systems they own. Even if it is legal, normally companies should not read employee e-mail.

Write your comments based from the above situation.

(10 marks)

- Q5** The different levels in an organization (in terms of strategic, management, operational) have different decision making requirements. Decision making also can be performed by individuals or groups and includes employees as well as operational, middle, and senior managers.
- (a) Determine **ONE (1)** reason why investment in IT do not always produce positive results. (3 marks)
- (b) Explain **THREE (3)** different types of decision made within an organization with the example of decisions made in each level. (9 marks)
- (c) Elaborate **FOUR (4)** stages that involved in decision making process. (8 marks)

- END OF QUESTIONS -