UTHM
Universiti Tun Hussein Onn Malaysia

UNIVERSITI TUN HUSSEIN ONN MALAYSIA

FINAL EXAMINATION
(TAKE - HOME)
SEMESTER I
SESSION 2020/2021

COURSE NAME	:	MANAGEMENT INFORMATION SYSTEM
COURSE CODE	:	DAT 20603
PROGRAMMME CODE	:	DAT
EXAMINATION DATE	:	JANUARY/FEBRUARY 2021
DURATION	:	2 HOURS 30 MINUTES
INSTRUCTION	:	ANSWER ALL QUESTION

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

TERBUKA

INSTRUCTION: Please answer ALL of the questions.

Q1   (a)   Define an Information System.

(4 marks)

        (b)   State **SIX (6)** important business objectives

(6 marks)

        (c)   Explain **THREE (3)** dimensions of information systems.

(10 marks)

Q2   Cloud computing is a vision of computing in the 21st century in which most computer and information system functionality is located on the internet rather than on your personal computer, iPhone and Blackberry, or corporate data center

        (a)   State **THREE (3)** related concepts with cloud computing.

(3 marks)

        (b)   Explain **FOUR (4)** advantages for using cloud applications.

(8 marks)

        (c)   Discuss **THREE (3)** different capabilities that cloud computing involves.

(9 marks)

Q3   Porter's competitive forces model, the value chain model, synergies, core competencies, and network-based strategies help companies use information systems for competitive advantage.

(a)   Define **FOUR (4)** Porter's competitive forces model .

(4 marks)

(b)   State **FOUR (4)** competitive strategies enabled by information systems that firms can pursue.

(4 marks)

(c)   Describe how information systems can support **FOUR (4)** competitive strategies.

(12 marks)

Q4   Uber company using the competitive forces and value chain models.

(a)   Discuss what is competitive advantage.

(5 marks)

(b)   Discuss what is the relationship between information technology and Uber's business model.

(5 marks)

(c)   Discuss how disruptive is so Uber.

(5 marks)

(d)   Explain is Uber a viable business.

(5 marks)

Q5 Using smart people and smart technology, in 2017 UPS, the largest package delivery firm in the world, delivers over 18 million packages daily to 220 countries and territories, requiring the talents of 70,000 drivers in the United States who are wirelessly connected to UPS main databases. Standing behind the UPS delivery people we are all familiar with in their brown trucks is an army of 300,000 people who operate the systems that deliver the packages to their destinations. This case describes the information systems and technologies used to manage the flow of 18 million UPS packages. At the customer facing, front end of the process is the UPS DIAD technology platform which drivers use when interacting with customers, both when picking up and dropping of packages. Behind the scenes supporting the drivers is the UPS Worldport Airhub in Louisville, Kentucky, that processes the data generated by DIAD and coordinates the flow of physical packages to their destinations. Although commonly thought of as a package delivery company, UPS is also an information technology company, and an example of a digital firm.

(a) Discuss what are the inputs, processing, and outputs of UPS's package tracking system.

(6 marks)

(b) Explain how are these technologies related to UPS's business strategy.

(4 marks)

(c) Explain what strategic business objectives do UPS's information systems address.

(10 marks)

-END OF QUESTIONS-

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