UTHM
Universiti Tun Hussein Onn Malaysia

UNIVERSITI TUN HUSSEIN ONN MALAYSIA

FINAL EXAMINATION
SEMESTER I
SESSION 2021/2022

COURSE NAME	:	MANAGEMENT INFORMATION SYSTEM
COURSE CODE	:	DAT 20603
PROGRAMMME CODE	:	DAT
EXAMINATION DATE	:	JANUARY / FEBRUARY 2022
DURATION	:	2 HOURS 30 MINUTES
INSTRUCTION	:	1. ANSWER **ALL** QUESTION
		2. THIS FINAL EXAMINATION IS AN **ONLINE** ASSESSMENT AND CONDUCTED VIA **OPEN BOOK**

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

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INSTRUCTION: Please answer ALL of the questions.

Q1   (a)   How do management information systems improve business processes?.

(4 marks)

(b)   What role do people play as a component of a management information system?.

(6 marks)

(c)   Describe, with examples, the characteristics that make information valuable.

(10 marks)

Q2   The world's largest "floorless" exchange handles hundreds of millions of trades every day. Buys and sells happen so fast that each trade has to be time-stamped to the nanosecond. First launched in 2000, Nasdaq is above all, a technology company, and it successfully competes against the New York Stock Exchange on its breathtaking trading speed. Speed matters, and Nasdaq technology can handle 1 million messages per second. It matters so much that some heavy traders—Goldman Sachs, for example—paid Nasdaq for the privilege of locating their own server in Nasdaq's data center, just to avoid the tiny communication delay from Goldman offices. A trader's servers can instantly detect any delay and can then automatically check other exchanges to see if the trade can be rerouted.

(a)   What are the key characteristics of this information?

(2 marks)

(b)   What are FIVE (5) types of information are handled through Nasdaq systems?

(5 marks)

(c)   What does the example of Goldman Sachs paying to locate its server in the Nasdaq data center say about the relationship between information systems and physical operations?

(4 marks)

(d)   How has Nasdaq's business benefited from the use of information systems?

(5 marks)

(e)   How do Nasdaq customers use this information to create value?

(4 marks)

Q3 The value that attracts millions of customers to McDonald's every day comes from capabilities that are based in its value chain.

 (a) State **THREE (3)** basic strategies that companies adopt to compete.

(3 marks)

 (b) Describe how information systems support each strategy.

(6 marks)

 (c) What is a "hybrid" strategy?

(3 marks)

 (d) Explain component of an information system which is most critical to success in growing and transforming the McDonald's business.
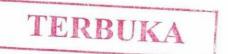
(8 marks)

Q4 According to the Computer History Museum (www.computerhistory.org), the Kenbak Corporation sold the first personal computer in 1971. Since then, several billion PCs have been sold under various brand names.

 (a) Explain why are IT resources described as a commodity.

(5 marks)

 (b) Describe the Kenbak Corporation product's using the **FIVE (5)** competitive forces model.

(15 marks)

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Q5   Uber has two different apps: one for the drivers and the other for the riders.

(a)   Identify **TWO (2)** ways Uber is expanding its apps.

(2 marks)

(b)   Briefly describe how each works.

(8 marks)

(c)   Describe how this expansion might give Uber a competitive advantage.

(3 marks)

(d)   Despite the advantages that Uber offers, its shared-economy approach brings disadvantages. Identify **THREE (3)** disadvantages of Uber's approach.

(3 marks)

(e)   Describe how these disadvantages affect the market and workers.

(4 marks)

-END OF QUESTIONS-