



UNIVERSITI KUALA LUMPUR
MALAYSIAN INSTITUTE OF INFORMATION TECHNOLOGY

FINAL EXAMINATION
JANUARY 2016 SEMESTER

COURSE CODE : ICB 42003
COURSE NAME : MANAGEMENT OF INFORMATION SYSTEM
PROGRAMME NAME : BACHELOR OF BUSINESS TECHNOLOGY IN
COMPUTER ENTREPRENEUR MANAGEMENT
DATE : 24 MAY 2016
TIME : 2.00 pm – 4.30 pm
DURATION : 2 HOURS 30 MINUTES

INSTRUCTIONS TO CANDIDATES

1. Please **CAREFULLY** read the instructions given in the question paper.
2. This question paper has information printed on both sides of the paper.
3. This question paper consists of **ONE (1)** section only; Section A.
4. Answer only **FOUR (4)** questions in Section A.
5. Please write your answers in the answer booklet provided.
6. Answer all questions in English **ONLY**.

THERE ARE 5 PAGES OF QUESTIONS, INCLUDING THIS PAGE.

SECTION A (Total: 100 marks)

INSTRUCTION: Answer any FOUR (4) questions only.

Please use the answer booklet provided.

Question 1

Humpreys Advertising is an established advertising company based in Kuala Lumpur. It produces various forms of advertising such as posters, brochures and products that contain advertising slogans. Its customers include large and small businesses. The Director wants to upgrade the company's information system, and would like to ensure that it is suitable to act as a middleware to provide data conversion, communication between systems and access to system interfaces. The departments at the company include Multimedia, Production, Sales and Marketing, Finance, and Human Resources.

- (a) Identify the information system that is most likely to suit the Director's requirements. Justify your choice. (3 marks)
- (b) Explain **THREE (3)** advantages of the information system suggested in (a). (6 marks)
- (c) How may *Humpreys Advertising* reap greater business value from telecommunication systems? (6 marks)
- (d) Evaluate the information systems that support **FIVE (5)** of the functional business units in *Humpreys Advertising*. (10 marks)

Question 2

- (a) Most businesses should engage in e-commerce on the Internet. Do you agree or disagree with this statement? Explain your position.
(9 marks)
- (b) Why do you think there have been so many business failures among dot-com companies that were devoted only to retail e-commerce?
(8 marks)
- (c) Telecommunications is the exchange of information in any form (voice, data, text, images, audio, and video) over networks. With examples, discuss the business values of telecommunications for an e-business company.
(8 marks)

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Question 3

- (a) List the **THREE (3)** attributes that should be present in high-quality information.
(3 marks)
- (b) How does the decision support system differ from traditional management information systems?
(6 marks)
- (c) "If personalizing a customer's Web site experience is a key success factor, then electronic profiling processes to track visitor Web site behavior are necessary".
Do you agree or disagree with this statement? Explain your position.
(4 marks)
- (d) What are some of the limitations you see in the use of Artificial Intelligent (AI) technologies such as expert systems, virtual reality, and intelligent agents?
(6 marks)
- (e) Explain **THREE (3)** ways to minimize the mistakes made by AI technology.
(6 marks)

Question 4

"Business Intelligence is a technology-driven process for analyzing data and presenting actionable information to help corporate executives, business managers and other end users make more informed business decisions."

Elaborate **FIVE (5)** systems that fit the description of Business Intelligence systems as above.

(25 marks)

Question 5

The use of Information Technology (IT) in a business gives major challenges in security, pose serious ethical questions and affects society in many ways.

- (a) What do you understand by 'technology ethics'?
- (3 marks)
- (b) What potential security problems do you see in the increasing use of intranets and extranets in business?
- (6 marks)
- (c) Based on (b), what might be done to solve such problems?
- (6 marks)
- (d) Provide **ONE (1)** positive and **ONE (1)** negative effect of the use of information technologies in employment, privacy, individuality, crime and health dimensions.
- (10 marks)

END OF EXAMINATION PAPER