UNIVERSITI KUALA LUMPUR BUSINESS SCHOOL

FINAL EXAMINATION

JANUARY 2016 SEMESTER

SUBJECT CODE	:	EIB20203
SUBJECT TITLE	:	MANAGEMENT INFORMATION SYSTEM
LEVEL	:	BACHELOR
TIME / DURATION	:	9:00AM – 12:00PM / 3 HOURS
DATE	:	31ST MAY 2016

INSTRUCTIONS TO CANDIDATES

1. Please read the instructions given in the question paper CAREFULLY.

2. This question paper is printed on both sides of the paper.

3. This question paper consists of TWO (2) sections; **Section A** and **Section B.**

4. Answer **ALL** questions.

5. Please write your answers on the answer booklet provided.

6. All questions must be answered in **English** (any other language is not allowed).

7. This question paper must not be removed from the examination hall.

THERE ARE THREE (3) PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

SECTION A (Total 40 marks)

INSTRUCTION: Answer ALL questions.

Please use the answer booklet provided.

Question 1

Explain what is the difference between information technology and information systems? Describe some of the functions of information systems.

[5 marks]

Question 2

Identify **THREE (3)** functions of information systems.

[5 marks]

Question 3

Identify **THREE (3)** dimensions to business problems? Give an example of each.

[10 marks]

Question 4

Identify the different types of systems used for the different levels of management in a business.

[10 marks]

Question 5

How are RFID systems used in inventory control and supply chain management?

[10 marks]

[40 marks]

SECTION B (Total 60 marks)

INSTRUCTION: Answer ALL questions.

Please use the answer booklet provided

Question 1

On Facebook, you'll find business pages for cabinet makers, cupcake bakers, people crafting flower arrangements shaped like teddy bears, and so much more. And three million of those businesses now actively advertise with Facebook, up 50% from last year, with small businesses representing the "vast majority" of that number, according to a new company blog post. More than 70% of those advertisers come from outside the United States and Southeast Asia has seen the most growth.

A. Explain how e-commerce has transformed marketing?

[10 marks]

B. Explain how e-commerce has affected business-to-business transactions?

[10 marks]

Question 2

Air Asia established in 1993 with commenced operations in 1996. In 2001, Tune Air Sdn Bhd **(Tony Fernandes's company)** purchased this airline from DRB-Hicom. AirAsia never look back after that. AirAsia's first and main base is the Low Cost Carrier Terminal (LCCT) at Kuala Lumpur International Airport, while its secondary hubs are at Kota Kinabalu International Airport, Senai International Airport and Penang International Airport. AirAsia is well known as Malaysian low cost airline and even Asia'a largest low fare, no frills airline. The airlines claims 'No Admin Fee', but has some fees for services which are free on other airlines.

A. What is the important of management information system for Air Asia?

[10 marks]

B. How Management Information system can increase profits to Air Asia?

[10 marks]

Question 5

Google is planning to rapidly expand its data center business as it looks to catch up with Amazon and Microsoft. The Mountain View company announced in a blog post on Tuesday that it is expanding the Google Cloud Platform to 12 more regions between now and the end of 2017. In order to do that, it must open new data centers in each of the regions it wants to move into.

A. Explain how building new systems produces organizational change?

[10 marks]

B. Describe new approaches for system building in the digital firm era?

[10 marks]

[60 marks]

END OF QUESTION PAPER