UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

FINAL EXAMINATION
MARCH 2024 SEMESTER

COURSE CODE	:	EAB11203
COURSE NAME	:	INTRODUCTION TO INFORMATION TECHNOLOGY
PROGRAMME NAME	:	BACHELOR IN ACCOUNTING (HONS)
DATE	:	24th JUNE 2026
TIME	:	09.00 AM – 12.00 PM
DURATION	:	3 HOURS

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 TWO (2) sections; Section A and Section B.**
4. Answer **ALL** questions from **Section A** and choose **ANY THREE (3)** from **Section B**.
5. All questions must be answered in **English** (any other language is not allowed).
6. **This question paper must not be removed from the examination hall.**
7. **Present and future values tables and formulas have been appended for your reference.**

THERE ARE FIVE (5) PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

SECTION A (Total: 40 marks)

Answer ALL questions.

Please use the answer booklet provided.

Question 1

Information systems provide accurate and timely information that helps managers and organizations make better business decisions. Effective decision making can improve organizational performance and reduce business risks.

(a) Define improved decision making in organizations.

(4 marks)

(b) Explain **TWO (2)** benefits of using information systems for decision making.

(6 marks)

Question 2

Michael Porter introduced several competitive strategies that organizations can use to achieve competitive advantage and improve business performance. Information systems help organizations support these strategies and compete effectively in the digital business environment.

(a) Define Porter's competitive strategy model.

(4 marks)

(b) Explain **TWO (2)** Porter's competitive strategies used by organizations.

(6 marks)

Question 3

Organizations rely heavily on information systems to support daily operations and business activities. However, information systems are exposed to various cyber threats and security risks that may affect data confidentiality, system performance, and business continuity.

(a) Define malware in information systems security.

(4 marks)

(b) Explain **TWO (2)** types of cyber threats that may affect organizations.

(6 marks)

Question 4

Organizations use different e-commerce business models to provide products and services through digital platforms. These business models help organizations reach customers, generate revenue, and improve online business operations in the digital marketplace.

(a) Define the term digital goods.

(4 marks)

(b) Explain **TWO (2)** e-commerce business models used by organizations.

(6 marks)

SECTION B (Total: 60 marks)

Answer THREE (3) questions only.

Please use the answer booklet provided.

Question 1

A retail company has implemented an online ordering system, automated inventory management, and mobile applications to improve customer service and business performance. The company can now respond to customer orders faster than its competitors.

(a) Identify **TWO (2)** information systems used by the company.

(4 marks)

(b) Explain how the information systems improve the company's operational performance.

(6 marks)

(c) Evaluate how the use of information systems can provide competitive advantage to the company

(10 marks)

Question 2

An online retail company collaborates with suppliers, logistics companies, and payment service providers using integrated information systems. The company uses these systems to manage inventory, delivery, and customer transactions efficiently.

(a) Show **ONE (1)** activity in the company's value chain.

(4 marks)

(b) Analyze how information systems improve coordination between the company and its business partners.

(6 marks)

(c) Evaluate how the value web model benefits the company's business performance.

(10 marks)

Question 3

A company employee accidentally opened a suspicious email attachment. Shortly after, company files became inaccessible, and a message appeared demanding payment to restore the files.

(a) Identify the type of cyber threat faced by the company.

(4 marks)

(b) Analyze how the cyber attack could affect the company's operations.

(6 marks)

(c) Illustrate how organizations can reduce the risk of similar cyber attacks.

(10 marks)

Question 4

A food delivery company provides mobile ordering services through a smartphone application. Customers can search for nearby restaurants, make payments online, track delivery status, and receive promotional notifications based on their location.

(a) Identify **TWO (2)** m-commerce services provided by the company.

(4 marks)

(b) Analyze how mobile commerce improves business operations and customer convenience.

(6 marks)

(c) Evaluate the importance of digital markets in modern e-commerce businesses.

(10 marks)

END OF EXAMINATION PAPER