



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **BBM 2302 Management Information Systems**
Semester & Year : January – April 2017
Lecturer/Examiner : Mr Vijayan Vengadasallam
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (60 marks) : Answer ALL SIX (6) short answer questions. Answers are to be written in the Answer Booklet provided.
PART B (40 marks) : Answer ALL TWO (2) essay questions. Answers are to be written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
4. Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

WARNING: The University Examination Board (UEB) of BERJAYA University College of Hospitality regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College of Hospitality.

Total Number of pages = 3 (Including the cover page)

PART A : SHORT ANSWER QUESTIONS (60 MARKS)

INSTRUCTION(S) : Answer all **SIX (6)** questions. Write your answers in the Answer Booklet(s) provided.

1. (a) Briefly describe **SIX (6)** strategic business objectives for firms using information systems. (6 marks)
(b) Explain the importance of information system from business perspective. (4 marks)
(Total: 10 marks)

2. Briefly discuss any **FIVE (5)** factors for a successful electronic commerce of a business firm. (10 marks)

3. (a) Briefly describe supply chain management systems and customer relationship management systems. (6 marks)
(b) Elaborate the Enterprise Resource Planning (ERP) system. (4 marks)
(Total: 10 marks)

4. (a) Outline the interrelated activities in analysing a problem and formulating a solution in the systems approach. (5 marks)
(b) State the **FIVE (5)** competitive forces which commonly faced by businesses as stated by Michael Porter. (5 marks)
(Total: 10 marks)

5. (a) Explain the Principles of Technology Ethics. (4 marks)
(b) Identify any **SIX (6)** ways to protect ourselves from cybercrime when using the Internet. (6 marks)
(Total: 10 marks)

6. Briefly discuss Michael Porter's five competitive strategies to counter the competitors. (10 marks)

END OF PART A

PART B : ESSAY QUESTIONS (40 MARKS)

INSTRUCTION(S) : Answer all **TWO (2)** questions. Write your answers in the Answer Booklet(s) provided.

1. Discuss any **FOUR (4)** major types of information systems used by business firms to support their business activities. What is the interrelationship among these systems? (20 marks)
2. Discuss the **FIVE (5)** phases in Systems Development Lifecycle (SDLC). (20 marks)

END OF EXAM PAPER