



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 : September – December 2016
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) Draw a diagram that represents a system. Comment on each of the activities associated with the system. (6 marks)
(b) Explain **TWO (2)** reasons on how information system transform businesses. (4 marks)
(Total: 10 marks)

2. Briefly describe any **FIVE (5)** components of information system. (10 marks)

3. (a) Briefly discuss any **FIVE (5)** purposes of data-mining in business. (5 marks)
(b) Describe **FIVE (5)** advantages of database approach in business. (5 marks)
(Total: 10 marks)

4. (a) Explain **THREE (3)** trends in telecommunication. (6 marks)
(b) Outline any **FOUR (4)** business values of the Internet. (4 marks)
(Total: 10 marks)

5. (a) State any **SIX (6)** success factors in e-commerce. (6 marks)
(b) Explain **FOUR (4)** major strategies in system conversion? (4 marks)
(Total: 10 marks)

6. Describe **FIVE (5)** phases in Systems Development Lifecycle (SDLC). (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. Firms invest heavily in information systems to achieve strategic business objectives. Discuss any **FIVE (5)** objectives for firms to use information systems. (20 marks)
2. Discuss Michael Porter's five competitive strategies with examples. (20 marks)

END OF EXAM PAPER