



## BERJAYA BUSINESS SCHOOL

### FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

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Subject Code & Name :

**CSC5104 GLOBAL INFORMATION & COMMUNICATION TECHNOLOGY  
MANAGEMENT**

Semester & Year :

September 2016 – December 2016

Lecturer/Examiner :

Goh Poh Kim

Duration :

3 Hours

#### INSTRUCTIONS TO CANDIDATES

- This question paper consists of TWO (2) parts:**

**PART A (20 marks) : Answer all the short answer questions; answers are to be written in the Answer Booklet provided.**

**PART B (80 marks) : Answer all the essay questions; answers are to be written in the Answer Booklet provided.**
- Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.**
- 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.**
- 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 = 4 (Including the cover page)**

**PART A : SHORT ANSWER QUESTIONS (20 marks)**

**INSTRUCTION(S) : Answer all the short answer questions in this section.  
Write your answer in the Answer Booklet(s) provided.**

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1 Explain any **four (4)** ways how information systems technology and the Internet pose challenges to the protection of individual privacy and intellectual property. (12 marks)

2 Discuss why business strategies and the management of information systems are interconnected? (8 marks)

**END OF PART A**

**PART B : ESSAY QUESTIONS (80 marks)**

**INSTRUCTION(S) : Answer all the essay questions in this section.  
Write your answers in the Answer Booklet(s) provided.**

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**Read the following case for Part B.**

It takes more than good flavor and a hearty crunch to sell the salty snacks churned out at Frito-Lay. Corporate executives knew that capturing best practices and corporate information would give employees something they could sink their teeth into. But information was scattered around the company in disparate systems, and there was no easy way for the geographically dispersed sales force to get at it.

Mike Marino, Vice President of customer development at Frito-Lay, an \$8.5 billion division of [PepsiCo](#) in Plano, Texas says that if the 15-member sales team could only access the same information, it would solve its ongoing problems with information sharing and communication.

For example, multiple salespeople would ask the corporate sales, marketing and operations staff for the same types of information and data, such as current private-label trends in their snack category or research on people's shopping behavior, he says. The result? Frito-Lay's support staff ended up performing the same tasks over and over. If that information lived in a central, easily accessible spot, the salespeople could access it as needed.

Additionally, Marino says, much valuable information was squirreled away on each salesperson's system. There were many idiosyncratic methods of capturing information, "none of which were terribly efficient," he says.

Marino says the sales team also lacked a place for brainstorming and collaboration online. "If somebody got a piece of research and wanted to get input from account executives in Baltimore and Los Angeles, the ability to collaborate [online] just wasn't there," he says.

*Source: Adapted from <http://www.cio.com/article/2441636/enterprise-software/case-study--frito-lay-sales-force-sells-more-through-information-collaboration-.html>*

1 Today, information systems are essential for running and managing a business. From the above case, recommend **one (1)** suitable information system for Frito-Lay. Provide any **five (5)** justifications for the recommendation.

(27 marks)

2 There are **four (4)** competitive strategies enabled by information systems that firms can pursue. Describe how information systems can support each of these competitive strategies and give example for each. Which strategy should Frito-Lay apply to, why?

(20 marks)

- 3 Security is an important part of information system. It prevents sensitive information from falling into the hand of wrong people. Discuss any **four (4)** security issues Frito-Lay needs to pay attention to.

(20 marks)

- 4 There are many conversion methods available for Frito-Lay to migrate from current old systems to the new IS. List all the four methods. Recommend one conversion method that you would recommend to Frito-Lay management team, justify your recommendation with any **three (3)** reasons.

(13 marks)

**END OF EXAM PAPER**