



## BERJAYA BUSINESS SCHOOL

### FINAL EXAMINATION

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **CSC5104 Global Information & Communication Technology Management**  
Trimester & Year : Sept – Dec 2019  
Lecturer/Examiner : Thillai Raja  
Duration : 3 Hours

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#### **INSTRUCTIONS TO CANDIDATES**

**1. This question paper consists of ONLY parts:**

**: Answer any FOUR (4) Essay questions out of SEVEN (7) Essay questions.  
Answers are to be written in the Answer Booklet provided.**

- 2. Candidates are not allowed to bring any unauthorised 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 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.

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

**INSTRUCTION: ANSWER ANY FOUR (4) QUESTIONS OUT OF SEVEN (7) QUESTIONS**

**GENERAL CONTENT: ESSAY**

- 1) Critically evaluate the ultimate functions of operating system in context of service or manufacturing sectors.

**(Total: 25 marks)**

- 2) Differentiate data, information and knowledge; explain in your own words how the data component relates to the hardware and software components of information systems. What are the differences between quantitative data and qualitative data?

**(Total: 25 marks)**

- 3) You are required to assume, you are the marketing manager working in a company in the same industry/market sector in Local Organisations. Your boss, the Marketing Director, has asked you to undertake an analyse of Information systems to support the Sales and Marketing functions and how do these system make the function more effective in the area of sales and marketing. Provide your analysis accordingly.

**(Total: 25 marks)**

- 4) The Concept of Management Information Systems (MIS) originated in the 1960s and contains three individual concepts namely management, information and system. Critically evaluate the role of business information systems in the development of e-business

**(Total: 25 marks)**

- 5) Enterprise Resource Planning Enterprise Resource Planning (ERP) systems consist of configurable packages presented as software that integrates the best practices while conducting business. The information within the software framework is custom built to fulfill the requirements of the organisation of interest. This is the highlight of ERP systems, which aim at improving the productivity through enhancing efficiency within the organization. Discuss the importance of ERP System in business operations of an organization.

**(Total: 25 marks)**

- 6) The Fourth Industrial Revolution describes the exponential changes to the way we live, work and relate to one another due to the adoption of cyber-physical systems, the Internet of Things and the Internet of Systems. How you can relate the information technology and how organisations can respond accordingly, discuss with relevant examples.

**(Total : 25 marks)**

- 7) Soft Systems Methodology (SSM) was first introduced by Peter Checkland of Lancaster University in his book “System Thinking”, Systems Practice (Checkland, 1981). It is a methodology for analyzing and modeling hard to define and complex systems that integrate both a technology (or hard) system and a human (soft) system. Critically evaluate SSM approach accordingly.

**(Total : 25 marks)**

**END OF EXAM PAPER**