
UNIVERSITI SAINS MALAYSIA

Master of Business Administration

Second Semester Examination
Academic Session 2007/2008

April 2008

AGW616 – Management Information System

Duration: 3 hours

Please check that this examination paper consists of **THREE** pages of printed material before you begin the examination.

Answer **ALL** questions.

Note:

- You should support your answers with charts and diagrams whenever necessary.
- You should provide real-world examples that you know, raised in class, discussed in the case studies, or reported in the assignments throughout the course.

Question 1 (20 marks)

- (a) In the e-commerce world, business models are identified by the players such as B2B, B2C, and G2C. There is now a new e-commerce business model, F2b2C (Factory-to-business-to-Consumer). Describe this new model using ONE relevant example and illustrate how F2b2C e-commerce model supports disintermediation, customization, and personalisation. [10 marks]
- (b) “You cannot make a sale until you find and reach customers, and establish a relationship with them.” This is *marketing*. In e-commerce, there are special features and technical considerations about marketing and creating customer relationships that can create competitive advantage. Discuss how two e-commerce business models differ in their strategies to find customers and to create relationships with them. [10 marks]

Question 2 (30 marks)

- (a) What constitutes 'information' for a business? How is information collected, stored and distributed in the context of a retailer, and how does it use information effectively? [10 marks]
- (b) How does the database approach to data management increase the efficiency and effectiveness of an organization? [10 marks]
- (c) In business, information collected is often about people and affects people. It is important to consider the proper and improper uses of information. In terms of information collection, how do ethics and privacy apply to business? [10 marks]

Question 3 (30 marks)

- (a) You have been assigned the role of IT infrastructure manager for USM's Graduate School of Business (GSB). Your first assignment is to approve the designs for the new on-campus Internet infrastructure. You are having a meeting next week to review the designs with the Dean of GSB. To prepare for the meeting, **you must understand the staff requirements and their current use of the Internet, along with future requirements**. With reference to a disaster recovery plan, list FIVE questions you must answer before attending the meeting. Provide an answer to each question. [20 marks]

- (b) Why do organizations prototype? When prototyping is complete, what happens next? In addition, describe what happens after a newly-developed system is implemented.

[10 marks]

Question 4 (20 marks)

- (a) In business people are valuable because they perform important business tasks, which require expertise and people often carry this expertise in their heads. Describe ONE form of *artificial intelligence system* that applies reasoning capabilities to reach a conclusion. Discuss its advantageous features and limitations.

[10 marks]

- (b) “Enterprise Resource Planning systems are configurable information systems packages that seamlessly integrate all the information processes in the company within and across all functional areas”. Discuss.

[10 marks]