



INFORMATICS

OXFORD BROOKES UNIVERSITY
BACHELOR OF SCIENCE (HONS) COMPUTING
AND INFORMATION SYSTEMS

APRIL 2004 EXAMINATION

20th APRIL 2004

M7011: MANAGEMENT INFORMATION SYSTEMS

TIME : 2 Hours + 10 Minutes Reading

NUMBER OF PAGES : 1 Cover Sheet and 8 Pages of Questions

INSTRUCTIONS:

- ☐ **ALL** QUESTIONS in SECTION A are **COMPULSORY** and choose any **THREE** questions in SECTION B.
- ☐ Section A carries 25 marks.
- ☐ All questions in Section B carry 25 marks each.
- ☐ Please start every question on a new page.
- ☐ Answers will not be marked if they are illegible.
- ☐ Enter the question numbers (in the order you have attempted) in the boxes provided in the answer script.
- ☐ Write your **INDEX NUMBER** and **MODULE NUMBER** on the cover page of the answer script.

OBU/M7011QP - APRIL 2004

SECTION A

(Answer **ALL** questions in this section)

QUESTION 1

For 1a - 1j, write the Question No. and the most suitable answer (e.g. a or b or c or d) only.

For 1g, write the Question No. and the most suitable answer (there may be more than one).

[Question 1a to 1j: 1 Mark Each]

1 a) A firm's overall system of coordinating closely with suppliers is known as:

- a. satisfied customer management.
- b. satisfied customer marketing.
- c. satisfied chain management.
- d. supply chain management.

1 b) The ability to direct specific marketing messages to specific individuals or groups instead of broadcasting is known as:

- a. targeted marketing.
- b. targeted customisation.
- c. addressability.
- d. identifiability.

1 c) The 1990 theft of a laptop computer in London, which compromised General Norman Schwartzkopf's plans for attacking Iraq, demonstrates the risk attached to the ____ of computers.

- a. interoperability.
- b. portability.
- c. sustainability.
- d. none of the above.

1 d) A group DSS is a technology which operates for the sender and receiver in:

- a. different time, different place.
- b. same time, same place.
- c. same time, different place.
- d. different time, same place.

1 e) The traditional model for explaining how people should make decisions by gathering and evaluating all pertinent information is known by:

- a. satisficing.
- b. bounded rationality.
- c. rationality.
- d. none of the above.

1 f) A private communications network that uses the type of interface popularised by the Web but is accessible only by the authorized employees, contracts and customers is called .

- a. the internet.
- b. an intranet.
- c. an extranet.
- d. the WWW.

1g) Risk of DSS are [choose more than one]:

- a. Lack of quality assurance.
- b. Lack of data security.
- c. Failure of specifies correct requirements.
- d. Failure to understand to design alternatives.

1 h) The money, time effort and other resources expended to produce a product or service the customer receives are called:

- a. value added cost.
- b. internal cost.
- c. external cost.

d. none of the above.

1 i) In _____, each transaction is processed immediately.

- e. batch processing.
- f. processing engineering.
- g. real time processing.
- h. business processing.

1 j) Visa provides a _____ to card-issuing financial institutions and those institutions provide a _____ to the card holder. At the time of the transaction, each part's software validates both merchant and card holder before any information is exchanged.

- a. digital signature and digital certificate.
- b. digital signature and digital signature.
- c. digital certificate and digital signature.
- d. digital certificate and digital certificate.

[TOTAL MARKS FOR QUESTION 1: 10 MARKS]

QUESTION 2

For parts 2a – 2e, write the **Question No.** and **the most suitable answer** (e.g. a or b) only.

[Question 2a to 2e: 1 Mark Each]

2 a) Transaction processing systems help managers make decisions that are semi-structured, unique or rapidly changing and not easily specified in advance

- a. TRUE
- b. FALSE

2 b) The sentiments and attitudes of workers in the organisation are one of the most important central organisation factor.

- a. TRUE
- b. FALSE

OBU/M7011QP - APRIL 2004

- 2 c) From an economic standpoint, information systems can be viewed as a factor of production that can be freely substituted for capital and labour.
- a. TRUE b. FALSE

- 2 d) Neural network does parallel processing.
- a. TRUE b. FALSE

- 2 e) MIS supports the decision stage of decision making.
- a. TRUE b. FALSE

[TOTAL MARKS FOR QUESTION 2: 5 MARKS]

QUESTION 3

Explain the following (Minimum 4 to 5 sentences each):

[Maximum 10 Marks]

- 3 a) Economic Espionage.
- 3 b) Non malicious Mishaps

[TOTAL MARKS FOR SECTION A: 25 MARKS]

OBU/M7011QP - APRIL 2004

Section B

(Answer any THREE questions)

QUESTION 4

Answer the questions (Qn. 4a to Qn. 4b) based on the application scenario.

"Avondale Shipping Company is a small owner - operated firm that provides wrapping, shipping and other services for individuals and businesses that wish to ship the packages. The owner, Val Prior, hires part-time help for peak hours during the week and for the holiday seasons. She has two computers. One is an old PC that is no longer used and that has a book value of zero. The other is a new PC that cost \$3500, including the software, installation and peripherals. Val Prior stores the old PC in a closet and does not plan to replace it. However, she estimates that the cost of replacing the new PC would be \$4,400, including installing the hardware, software and replacing the data. Val Prior currently has deadbolt locks on her store doors, uses an alarm system connected to the local police station, has bolted down the microcomputer to a desk in an interior, locked room, makes archive copies of her data, and take archive copies to her home each night. Two robberies have occurred in the last year in the strip shopping centre in which Avondale Shipping Company is located. Val Prior estimates that the probability of the loss of the computer systems from theft is 1 in 20. She also estimates that if the computer were stolen, she could carry on business for a day or two without loss until the new system was acquired and installed."

- 4 a) Explain any other 6 additional controls that Val Prior might consider to reduce the potential risk from the threat of theft and unauthorised access? [13 Marks]

- 4 b) Explain any other 6 threats than theft might Val Prior consider? [12 Marks]

[TOTAL MARKS FOR QUESTION 4: 25 MARKS]

QUESTION 5

“In the 1980s and 1990s a new concept of information systems has evolved because managers increasingly need information to make decisions about how to organise and control resources effectively. These systems are known as Decision Support Systems.”

- a) Describe any 5 features of DSS? **[10 Marks]**
- b) Explain the components of DSS? **[8 Marks]**
- c) Identify any 4 benefits and 3 risks of DSS? **[7 Marks]**

[TOTAL MARKS FOR QUESTION 5: 25 MARKS]

QUESTION 6

- 6 a) Explain Richard Nolan's six-stage theory of data processing growth that describes the organizational learning curve with regard to adopting and using information technology. **[18 Marks]**
- 6 b) At ABC industries managers at various levels need to make the following types of decisions. Categorise each of the following decisions by the type of the decision it represents. Choose from operational, tactical and strategic planning.

- i) Rejecting credit for a company with an overdue account.
- ii) Analysing sales by product line within each geographic region this year to date last year to date.
- iii) Using a simulation model to forecast profitability of a new product, using projected sales data, competitive industry statistics, and economic trends.
- iv) Comparing planned versus actual expenses for department staff.

[4 Marks]

- 6 c) What source of feedback can be used to control the following systems or subsystems in each case?

- i) A student organisation
- ii) A retail department store
- iii) An insurance agency

[3 Marks]

[TOTAL MARKS FOR QUESTION 6: 25 MARKS]

QUESTION 7

- 7a) The rapid growth of electronic commerce has changed a number of perspectives. The internet has become a target for a variety of ingenious efforts to breach security which further decreases consumer confidence.

- i) List the five major types of attacks against electronic commerce systems. **[5 Marks]**
- ii) Explain two factors that contribute to the rise in electronic commerce security breaches. **[5 Marks]**

- 7b) You presented the issue of network security to any corporation, “they would explain in unison that they have indulged in every precaution and technology available.” However, attempt to gather a macro view of the level of commitment towards the maintenance of security, and you will find that they would only be spending a small percentage of their budgets on network security matters. This depicts a sad lack of comprehension for best practices in network risk management.

List and discuss five best practices that a company must adhere to for the organization's on-line well-being.

[10 Marks]

OBUM7011QP - APRIL 2004

- c) What do you understand by the term of Inference engine?

[5 Marks]

[TOTAL MARKS FOR QUESTION 7: 25 MARKS]

- END OF PAPER -