



**OXFORD BROOKES UNIVERSITY**

**BACHELOR OF SCIENCE (HONS) COMPUTING  
AND INFORMATION SYSTEMS**

**BACHELOR OF SCIENCE (HONS) INFORMATION SYSTEMS AND  
SOFTWARE ENGINEERING**

**AUGUST 2005 EXAMINATION**

**16<sup>th</sup> AUGUST 2005**

**M7011: MANAGEMENT INFORMATION SYSTEMS**

**TIME : 2 Hours + 10 Minutes Reading**

**NUMBER OF PAGES : 1 Cover Sheet and 6 pages of Questions**

**Φ INSTRUCTIONS:**

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

## 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.

[Question 1a to 1j: 1 mark each]

1a) The objective of EDP auditing is:

- a. The control of loss of assets.
- b. To ensure of the integrity and reliability of the data.
- c. To improve the efficiency of information systems applications.
- d. All of the above.

1b) Managers at the top of the organizational hierarchy are on the \_\_\_\_\_ level.

- a. steering committee
- b. operational control
- c. strategic planning
- d. management control

1c) Which one below is NOT an ESS (Executive support system) characteristics?

- a. Technology evolving.
- b. Timeliness, accuracy.
- c. Integrated many sources of data.
- d. High level, aggregated and often standardization.

1d) In general, 'System' is an integrated set of components and

- a. Relationships
- b. Entities.
- c. Interfaces.
- d. Users

- 1e) Which of the following about Expert system is **INCORRECT**:
- a. It can handle only narrow domain.
  - b. It does not possess common sense.
  - c. It has limited ability to learn.
  - d. It can only use by Expert.
- 1f) Finding the combination of product price and expected quantity sold that maximizes net profit is an example of:
- a. Goal-seeking analysis.
  - b. Sensitivity analysis.
  - c. Optimization analysis.
  - d. What-if analysis.
- 1g) Which one is NOT relate to network security and control:
- a. Callback procedures.
  - b. Firewall.
  - c. Encryption.
  - d. Data Locking.
- 1h) ERP stands for
- a. Enterprise Requirement Processing
  - b. Enterprise Resource Planning
  - c. Enterprise Retail Processing
  - d. Efficiency Requirement Processing
- 1i) 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.

- 1j) Which business strategy tailors products and services to the desires of each individual customer, while serving a large number of customers?
- a. Differentiated product
  - b. Low cost producer
  - c. Market Niche
  - d. Mass Customization

**[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]**

- 2a) In business, brainstorming refers to the process of a group of colleagues meeting and working collaboratively to generate creative solutions and new ideas.

a: TRUE                      b: FALSE

- 2b) When EDP (Electronic data processing) auditors use the term threat, they refer to the people, actions, events, or other situations that could trigger losses.

a: TRUE                      b: FALSE

- 2c) Atomic transaction does not ensure updating of all appropriate files

a: TRUE                      b: FALSE

- 2d) Knowledge management is part of DSS (Decision Support System) components.

a: TRUE                      b: FALSE

- 2e) The basic competitive strategy of developing ways to differentiate a firm' s products and services from its competitors' is an example of a cost leadership strategy.

a: TRUE                      b: FALSE

**[TOTAL MARKS FOR QUESTION 2: 5 MARKS]**

### **QUESTION 3**

Explain the following (with around 50 words each):-

**[Maximum 10 marks]**

3a) Outsourcing

**[5 marks]**

3b) Fault-tolerant computer systems

**[5 marks]**

**[TOTAL MARKS FOR QUESTION 3: 10 MARKS]**

**[TOTAL MARKS FOR SECTION A: 25 MARKS]**

## Section B

(Answer any THREE questions)

### QUESTION 4

Answer the questions (On. 4 a to On. 4 c) based on the application scenario.

Wonderful Logistic provides shipping services for businesses that wish to ship the packages between Mainland China and Hong Kong. The owner, George Mike, keeps all his business information (including his client information, shipping schedule, order received, and billing information etc.) in a spreadsheet file on the only personal computer in his office. All other company staffs (only 4 in total, including George) can access the personal computer when they require the information or need to update it. Backup is done non-regularly by George when he is not busy.

- 4a) Explain four potential risks which are facing by George for his unprofessional information system. [8 marks]
- 4b) What additional controls George might consider to reduce the risks you listed above? [8 marks]
- 4c) Describe three improvements (information system or information technology) you would propose to George in order to increase his company's competitive advantages? [9 marks]

[TOTAL MARKS FOR QUESTION 4: 25 MARKS]

### QUESTION 5

- 5a) From the "Management" point of view, why are organizations trying to integrate their business processes? [10 marks]
- 5b) What is Enterprise system and how can it integrate the key business processes of an organization? [15 marks]

[TOTAL MARKS FOR QUESTION 5: 25 MARKS]

### **QUESTION 6**

- 6a) Discuss how data warehouse is used in Decision Support System (DSS) and Executive Support System (ESS) to solve the performance problem of using traditional relational database systems. **[10 marks]**
- 6b) How can datamining help management in decision-making? Give three examples (with brief explanation) of the use of datamining in businesses you know. **[15 marks]**

**[TOTAL MARKS FOR QUESTION 6: 25 MARKS]**

### **QUESTION 7**

- 7a) Why are computer systems more vulnerable than manual systems to destruction, fraud, error, and misuse? **[10 marks]**
- 7b) What special security measures you will take if your company' s system is going to link to the Internet? **[15 marks]**

**[TOTAL MARKS FOR QUESTION 7: 25 MARKS]**

**[TOTAL MARKS FOR SECTION B: 75 MARKS]**

**-END OF PAPER-**