



Managing Information System
BBA-ACC
Assignment – DXB-2020

STUDENT ID

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UNIT TITLE / CODE:

NAME (in Full):

GENERAL INSTRUCTIONS

- All assignments are to be submitted **22nd May 2020** on to examinationboard@atmsedu.org and cc to azrafatima@atmsedu.org, assignmentsubmission2019@gmail.com
- If assignment is not submitted on date, will follow with penalty of 10% deduction of marks for every day.
- Similarity between students work is strictly not accepted, any student found with similar work will be graded Zero and fail for the course. However, Plagiarism is an academic offence and will not be tolerated under SBS
- Assignment once submitted to exam board is final for marking.
- Total 100 marks

GUIDELINES FOR ASSIGNMENT

1. If assignment is Question & Answer based then.
 - Introduction is needed for each question.
 - Question has to be answered based on the mark allotted for each question with references if any idea or information is taken from other source.
2. If assignment is case based then,
 - Executive summary
 - Table of content
 - Body of assignment (questions related to case need to be answered)
 - Conclusion / Recommendation if any
 - References (in-text + citation) to be used

Total Marks _____ / 100

PLAGIARISM

Plagiarism is a form of **cheating**, by representing someone else's work as your own or using someone else's work (another student or author) without acknowledging it with a reference. This is a serious breach of the Academic Regulations and will be dealt with accordingly. Students found to have plagiarised can be **excluded from the program**.

Plagiarism occurs whenever you do any of the following things without acknowledging the original source:

- ✓ Copy information from any source (including the **study guide**, books, newspapers, the internet)
- ✓ Use another person's concepts or ideas
- ✓ Summarise or paraphrase another person's work.

How do I avoid plagiarism?

To ensure you are not plagiarising, you must acknowledge with a reference whenever you:

- ✓ use another person's ideas, opinions or theory
- ✓ include any statistics, graphs or images that have been compiled or created by another person or organization
- ✓ Paraphrase another's written or spoken word.

What are the penalties?

The penalties for plagiarism are:

- ✓ Deduction of marks,
- ✓ A mark of zero for the assignment or the unit, or
- ✓ Exclusion from the program.

Plagiarism is dealt with on a case-by-case basis and the penalties will reflect the seriousness of the breach.

Please note claiming that you were not aware of need to reference is no excuse.

Part 1: Case Study Questions- Answer ALL questions from this section

Student must include in his/her answer some supporting elements which may include examples from work, cases studies, textbook, lectures, internet search etc. with appropriate referencing.

QUESTION 1(35 marks- 5 each)

United Parcel Service Inc. (UPS), is a global company with one of the most recognized and admired brands in the world, using information systems, access to global resources, and an integrated network of physical, technological, and human assets.

- a. Apply the 3 activities of Information Systems to the UPS's Tracking Information System. Describe the details and elements of each activity.
- b. Apply the 3 Dimensions of Information Systems to the UPS's Tracking Information System. Describe the details and elements of each dimension.
- c. According to Michael E. Porter a company is faced against five forces that can affect a business's profitability and sustainability within a given industry. The five forces are Bargaining Power of Customers, Threat of Substitute Products, Bargaining Power of Suppliers, Threat of New Entrants, and Competitive Rivalry within an industry. The five forces help a company realizes its strength and weakness. Bringing owns company's weaknesses or potential threats is very beneficial to a company because the information help to adjust and make the necessary improvements to eliminate or minimize the weakness or threat. **Apply Porter's Five Forces analytical framework to UPS. Your answer should include critical elements supported with evidence/ justification.**
- d. Discuss at least three types of security issues that might UPS encounter with the tracking technology it has and how to protect itself.
- e. Identify UPS's competitive strategy using Porter's generic strategies framework. Your answer should include critical elements and supported with evidence/ justification.
- f. Discuss UPS's adoption of sustainable MIS infrastructures.
- g. **United Parcel Service:** UPS has been expanding its package delivery and logistics services in China, serving both multinational companies and local businesses. UPS drivers in China need to use UPS systems and tools such as it handheld Driver Information Acquisition Device for capturing package delivery data. UPS wants to make its WorldShip, Campus Ship, and other shipping management services accessible to Chinese and multinational customers via the web. What are some of the international systems issues UPS must consider in order to operate successfully in China?

Part 2: Short Answer Questions.

Answer **ALL** questions from this section

QUESTION 2 (10 Marks- 5 each)- This question contains two sub questions a and b.

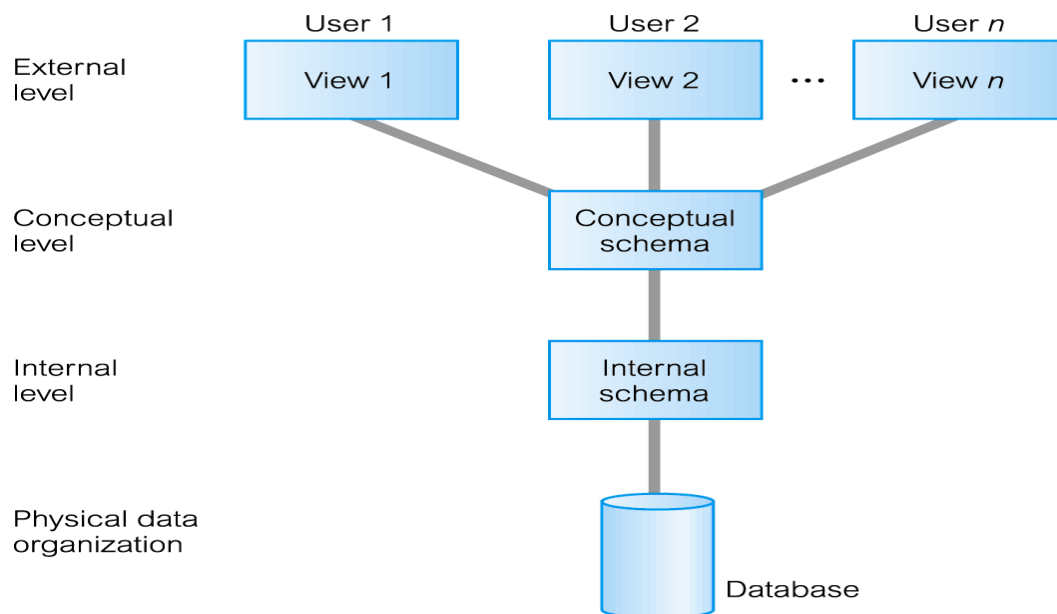
a. Describe five requirements of the COBIT framework.

b. Compare the followings in terms of capacity, expenses, processing power, size and users they support:

- Supercomputers
- Mainframe Computers

QUESTION 3 (10 Marks- 5 each)- This question contains two sub questions a and b.

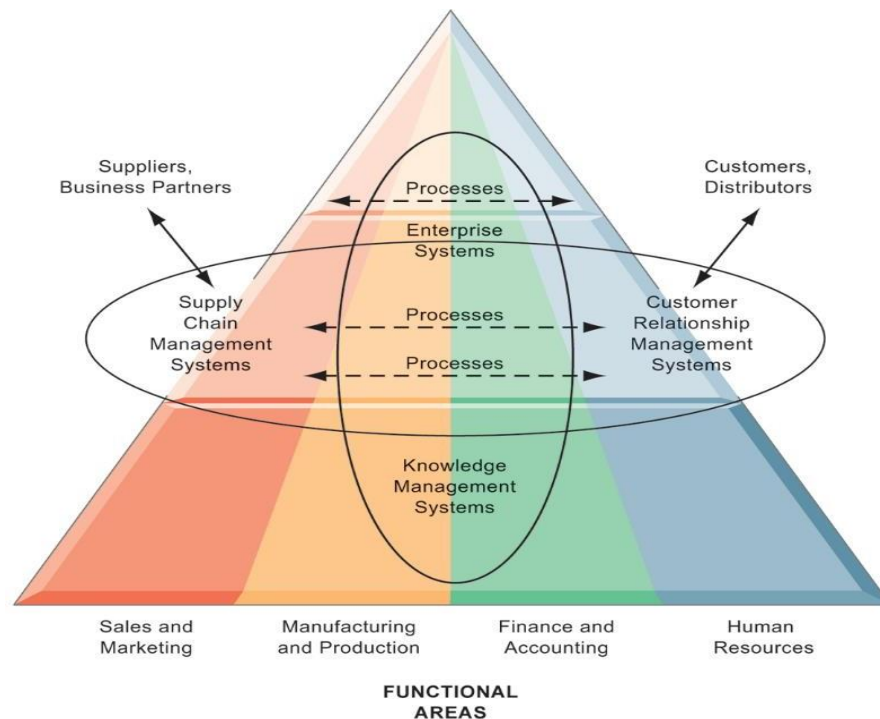
a. Define the term 'DBMS' and explain briefly the illustration below in relation to DBMS.



b. Distinguish between a Data Warehouse and a Data Mart?

QUESTION 4 (10 Marks- 5 each)- *This question contains two sub questions a and b.*

a. List at least two benefits of using enterprise systems. Identify the three types of integration illustrated below.



b. Assuming that you work for a retail home improvement chain, DIY Discount, has noticed that one of its items is not selling nearly as well as anticipated. What information systems of the business will you use to determine the reason for the poor sales? Why?

QUESTION 5 (10 Marks- 5 each)- This question contains two sub questions a and b.

a. Describe the report depicted below. What type of information system produces the report below? Justify your answer.

Consolidated Consumer Products Corporation Sales by Product and Sales Region: 2013

PRODUCT CODE	PRODUCT DESCRIPTION	SALES REGION	ACTUAL SALES	PLANNED	ACTUAL versus PLANNED
4469	Carpet Cleaner	Northeast	4,066,700	4,800,000	0.85
		South	3,778,112	3,750,000	1.01
		Midwest	4,867,001	4,600,000	1.06
		West	4,003,440	4,400,000	0.91
		TOTAL	16,715,253	17,550,000	0.95
5674	Room Freshener	Northeast	3,676,700	3,900,000	0.94
		South	5,608,112	4,700,000	1.19
		Midwest	4,711,001	4,200,000	1.12
		West	4,563,440	4,900,000	0.93
		TOTAL	18,559,253	17,700,000	1.05

b. The table below includes different statements related to the cloud computing services SAAS and PAAS. Analyse these statements and determine whether the following statement/s represent true account of such services. Circle 'Yes' or 'No' where applicable for each item below:

YES	NO	The PaaS model focuses on the infrastructure that supports software applications (eg. <i>data processing activities, backup/ recovery, storage and networks</i>) without having to buy additional hardware (such as servers, network and storage devices, etc.) or system software
YES	NO	With SaaS model, the customer can run his or her own applications that are designed using tools provided by the service provider.
YES	NO	With the PaaS model, the user has control over the applications, but has limited or no control over the underlying infrastructure.
YES	NO	With the PaaS model, the customer uses an application provided via a cloud infrastructure.
YES	NO	With the PaaS model, the customer does not have to worry about purchasing software licenses, such as operating systems for Web servers or database management systems, and the service provider manages the functioning and updating of the platform provided.

QUESTION 6 (10 Marks- 5 each)- *This question contains three sub questions a, b and c.*

- a.** Information ethics govern the ethical and moral issues arising from the development and use of information technologies, as well as the creation, collection, duplication, distribution, and processing of information itself (with or without the aid of computer technologies). Ethical dilemmas in this area usually arise not as simple, clear-cut situations but as clashes between competing goals, responsibilities, and loyalties. Inevitably, there will be more than one socially acceptable or “correct” decision. For this reason, acting ethically and legally are not always the same.
Describe briefly 5 e-policies organizations should implement to protect themselves. (5 marks)
- b.** Discuss the authentication and authorization technologies to prevent hackers from gaining access to organizational systems.

QUESTION 7 (15 Marks- 5 each)- *This question contains three sub questions a, b and c.*

- a.** Define the term ‘Business Process’ and describe, with examples how business processes are tied to a specific functional area of an organization. List and describe the business processes involved in fulfilling a customer order.
- b.** Describe how the information systems function supports a business. Compare the roles played by programmers, systems analysts, information systems managers, the CIO, CSO, CDO and CKO.
- c.** Explain the term *big data*. What benefits does it have, and what challenges does it pose?