



الجامعة الإسلامية العالمية ماليزيا

INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA

**FINAL ASSESMENT
SEMESTER 2, 2021/2022 SESSION**

**KULLIYAH OF INFORMATION AND COMMUNICATION
TECHNOLOGY**

Programme : **BIT/BACC/BBA/ENM** Level of Study : **Undergraduate**
Time : **8.30 am (18th June 2022) – 8.30 am (20th June 2022)** Date : **18th June 2022**
Duration : **2 days** Section(s) : **1-4**
Course Code : **INFO 2306**
Course Title : **MANAGEMENT INFORMATION SYSTEMS**

This question paper consists of **FOUR (4)** printed pages including the cover page and it contains **THREE (3)** questions.

This End-of-Semester Final Assessment carries 20% of the overall assessment for this course.

INSTRUCTION(S) TO CANDIDATES

THIS IS A TAKE-HOME EXAM

YOU ARE REQUIRED TO ANSWER ALL QUESTIONS

Any form of cheating or attempt to cheat is a serious offence which may lead to dismissal.

APPROVED BY

**Head
Department of Information Systems**

General Guidelines for the exam

1. This take-home exam will require you to answer all three questions below.
2. Your response may not exceed a maximum of 8 pages total for all questions combined. End references will not count towards the page limit.
3. Write down your name and matrix number as a header in the upper left hand corner.
4. Note that this exam is to be completed independently, without discussion with other students or individuals within or outside the class.
5. Please limit your sources and references to class materials, textbooks, journals or articles (answers from Google will not be given marks).
6. Finally, you should provide references in APA format (6th edition), double-space your work with 12-point serif typeface (e.g. Times New Roman).
7. Make sure to cite all of your sources.
8. Submit your answer as a **PDF** document on the link provided on ITaleem, and name the document in this format: *matricNo_TakeHomeExam*

Writing Guidelines

1. Technical elements
 - a. Clarity of writing: Well-developed essays are clear and can be followed with ease.
 - b. Mechanics & APA formatting: Well-developed essays have no (or minimal) errors in APA formatting, spelling, punctuation, or grammar. They conform to the guidelines laid out in the instructions (e.g. page limits).
2. Writing/content elements
 - a. Well-developed essays have a well-articulated statement that is relevant to the questions (for example, the answer to the question is stated unambiguously).
 - b. Well-developed essays build a logical and relevant argument. They use supporting evidence from the readings to support their argument.
 - c. Well-developed essays present original, measured, concrete, and compelling ideas. They make accurate use of supporting and/or course materials and ideas. They show good understanding of concepts and correct use of terminology and necessary elaboration.

QUESTION 1

- a. You own a restaurant for the past 10 years and you have decided to implement a new system to improve the existing business process. The new system will be running on a digital platform, and this allows the customers to place order online instead of coming to the restaurant to place their orders.
- Describe the input, process and output of the online ordering system.
(10 marks)
 - Discuss how each activity in the Porter Value chain can be improved with the new implemented system. The discussion needs to be related to the activities in your restaurant.
(10 marks)
- b. As the business is expanding, you plan to collaborate with another business entity to increase the sales of the company. You plan to produce another product and launch it before the end of the year. This would involve a lot of discussion with the other business entity, and the process could be assisted using tools and technologies.

Describe in detail how do you plan to use the tools and technologies for collaboration with the other business entity.

(10 marks)

QUESTION 2

You are working as a Customer Experience Manager at an International Airport. Your main priority is not only to ensure passengers can check-in their baggage and board their plane safely and securely, but also for the passengers to have a great travelling and shopping experience at the airport.

- a. You are assigned to conduct an online market survey investigating on passenger satisfaction with the airport services e.g. check-in counter, Wi-Fi services, airport lounge, baggage claims etc. Describe the Federal Trade Commission Fair Information Practices (FIP) principles that you need to apply when collecting passenger information in your online survey to ensure confidentiality and privacy of the passengers are protected. Provide relevant examples in your answer.
(10 marks)
- b. Based on your market survey, you have identified that airport passenger demands real-time information on a range of channels covering their flight, retail and dining options available at the airport and a 3D virtual tour that can assist them to navigate the airport building. Besides, due to on-going COVID-19 pandemic, many passengers highlighted that the safety and cleanliness of the airport are their biggest concern. Thus, there is huge preferences for touchless travel technologies to be implemented at the airport such as using facial recognition to check-in their bags, clear airport security and even board their domestic flight. In order to meet these increased demands of the passengers, the airport IT infrastructure needs to be upgraded.

Based on Competitive Forces Model for IT Infrastructure Investment, describe factors that need to be considered by the Airport Management to ensure that they are making a

wise decision when upgrading the IT infrastructure at the airport. Provide relevant examples in your answer.

(10 marks)

- c. Flight passengers' data are very important and must be accurate, reliable and have a good data quality. Describe problems that the airport management will experience if the passenger information in the database has poor data quality. Provide relevant examples in your answer.

(10 marks)

QUESTION 3

You have been hired as a project manager by a law firm in Gombak that specializes in juvenile justice, whose business processes are all manual, paper-based processes. The firm is planning to transition into a digital firm. As the project manager, you are tasked to come up with a proposal to address the following concerns:

- a. *Hackers and their companion viruses.* These are an increasing problem, especially on the Internet. Analyze the type of measures that your firm could take to protect itself from this with justification.

(10 marks)

- b. *The Internet as a marketing tool.* The firm wants to reach wider audiences so that the public are aware of the firm's existence and its services. Suggest, with relevant examples, in what ways you can use the Internet as a marketing tool and to advertise the firm's services.

(10 marks)

- c. *Implementation of a Customer Relationship Management System (CRMS) and Knowledge Management System (KMS).* Discuss the features of this system that you think would be of most benefit to the firm.

(10 marks)