

**UNIVERSITY COLLEGE TATI (UC TATI)****FINAL EXAMINATION QUESTION BOOKLET**

COURSE CODE	:	BBM 1153
COURSE	:	INFORMATION SYSTEM FOR MANAGEMENT
SEMESTER/SESSION	:	1-2023/2024
DURATION	:	3 HOURS

**Instructions:**

1. This booklet contains 5 questions. Answer ALL questions.
2. All answers should be written in the answer booklet.
3. Write legibly and draw sketches wherever required.
4. If in doubt, raise your hand and ask the invigilator.

**DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO**  
**THIS BOOKLET CONTAINS 3 PRINTED PAGES INCLUDING COVER PAGE**

**QUESTION 1**

- a) Define information system (IS). (4 Marks)
- b) Identify **FOUR (4)** IS activities that could be found in the structure of an organization. (8 Marks)
- c) Adopting new technology will always present challenges. Describe **FIVE (5)** challenges attached to adopting new technology. (10 Marks)

**QUESTION 2**

St. John's Hospital is a bustling urban hospital with a high volume of patients, especially in the emergency department. The hospital has been grappling with issues related to patient flow, resource allocation, and communication among healthcare teams. This has led to overcrowding, delayed treatments, and occasional miscommunication between doctors and nurses.

By implementing these information management systems, St. John's Hospital can significantly improve its operational efficiency, patient care, and overall hospital experience. This not only benefits patients but also ensures that the hospital operates more effectively, reducing costs and improving staff satisfaction.

- a) Based on the above scenario, describe **TWO (2)** ways how managing information systems can improve:
  - i) Real-Time bed management (4 Marks)
  - ii) Streamlined communication (4 Marks)
  - ii) Health information system (4 Marks)
- b) Explain **FOUR (4)** approaches to how IT improves customer experience at St. John's Hospital. (12 marks)

**QUESTION 3**

- a) Describe **FOUR (4)** roles of information systems to support business operations. (8 Marks)
- b) Demonstrate **THREE (3)** capabilities of human intelligence (human) and Artificial Intelligence (machine). (6 Marks)

**QUESTION 4**

Management information systems (MIS) and TikTok for business are related in several ways. MIS is a field that focuses on the collection, storage, analysis, and dissemination of information to support decision-making. TikTok is a social media platform that can be used by businesses to reach a large audience and promote their products or services.

- a) Explain **FOUR (4)** most popular features of TikTok that have contributed to TikTok's success. (8 marks)
- b) Discuss **THREE (3)** MIS can be used to improve TikTok for business. (6 Marks)
- c) Discuss **THREE (3)** ethical challenges dealing with technology. (6 Marks)

**QUESTION 5**

- a) Discuss and provide an example of how an enterprise system works. (4 Marks)
- b) Smell So Good is a local retailer and distributor of rose flowers. They have located a small agent in Terengganu, Melaka, Perak, and Selangor to grow the flower's stock. The business is conducted 100% online. Consumers typically purchase small quantities. To maintain the quality of the flower, Smell So Good arranges the shipping from the nearest agent. Describe **TWO (2)** problems that might contribute to their supply chain. (8 Marks)
- c) Explain **FOUR (4)** challenges involved in implementing an enterprise system. (8 Marks)

-----End of question-----

