



FINAL EXAMINATION

Semester	:	SEPTEMBER 2025 SEMESTER
Programme Name	:	DIPLOMA IN BUSINESS STUDIES DIPLOMA IN E- BUSINESS TECHNOLOGY
Course Code & Name	:	DTIS4013 DEB2333 MANAGEMENT INFORMATION SYSTEMS
Duration	:	3 HOURS

INSTRUCTIONS TO CANDIDATES:

1. Please read the instructions given in the question paper **CAREFULLY**.
2. The question paper consists of **FOUR (4)** questions.
3. Answer **ALL** questions in the question paper.
4. Answers to the questions are to be written into the examination booklet.
5. Electronic dictionaries, lecture notes, files or any unauthorised materials except writing equipment are strictly prohibited.

This question paper must be submitted along with all used and/or unused rough papers and/ or graph papers (if any). Candidates are **NOT ALLOWED** to take any examination paper(s) used or unused out of the examination hall.

WARNING:

The Examination Board of Peninsula College Georgetown regards cheating as a very serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from Peninsula College Georgetown

(This booklet contains 3 printed pages including this page)

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE ALLOWED TO DO SO

Answer **ALL FOUR (4)** questions on the separate sheet provided. **[100 marks]**

1. a) Describe **TWO (2)** impacts of Information Systems on organizations. (5 marks)

 - b) Explain the **FIVE (5)** roles of Porter's competitive forces model in helping companies develop competitive strategies using information systems. (10 marks)

 - c) Dolce is an Italian company selling high – end turnkey kitchen design-designer stoves, refrigerators, microwave ovens, and other appliances as well as workshops and kitchen cabinets. To compete better globally, Dolce has decided to let customers design their own kitchens through a web – based interface. Client needs to insert the exact measurement and make request for appliances and furniture materials and then the order will go to Italian factory, where the kitchen parts will be assembled, package and sent to the client.
 - i) Explain **TWO (2)** advantages of information systems with the above concept. (5 marks)

 - d) Habibi Watches sells trendy watches and other apparel online in the United Arab Emirates. As purchase requires registration, the company has been able to acquire a lot of customer data. Information regarding a customer's previous purchases, email and home addresses is easily obtainable.
 - i) Discuss **TWO (2)** ways information systems help Habibi Watches attract more attention from existing customers. (5 marks)
- Total: [25 marks]
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2. a) Define the following term with examples.
 - i) Malware (2 marks)
 - ii) Hackers (2 marks)
 - iii) Computer Crime (2 marks)
 - iv) Identify Theft (2 marks)

 - b) Security isn't simply a technology issue; it's a business issue.
 - i) Discuss the phrase above. (5 marks)

 - c) Suppose your business had an e- commerce website where it sold goods and accepted credit card payments.
 - i) Explain **TWO (2)** major security threats to this website and their potential impact based on the scenario above. (5 marks)

- ii) Identify **ONE (1)** way to minimize threats mentioned in 2(C)i. (1 mark)
- d) Explain the **THREE (3)** techniques of Phishing with examples. (6 marks)
Total: [25 marks]
3. a) Discuss **TWO (2)** importance of dimensions of knowledge. (5 marks)
- b) List **FIVE (5)** major Artificial Intelligence techniques. (5 marks)
- c) Explain **FOUR (4)** stages of decision-making process in the process of acceptance of new technology. (10 marks)
- d) List **FIVE (5)** evolution of AI. (5 marks)
Total: [25 marks]
4. a) Create a table to explain **FIVE (5)** difference between LAN, WAN and MAN. (25 marks)
Total: [25 marks]

- END OF QUESTIONS -