

Assumption University of Thailand
Graduate School of Business
Master of Business Administration (MBA)
Final Examination

Course code/title : BC 6501 Management Information Systems
Lecturer : Dr. Andrew P. Ciganek
Date : Friday, July 29, 2011
Time : 9:00am – 12:00pm (Day); 5:00pm – 8:00pm (Evening)

Textbook

Laudon, Kenneth C. and Laudon, Jane P. (2009) *Management Information Systems: Managing the Digital Firm*, 11th edition, Upper Saddle River, NJ, Prentice Hall. (international edition)

Topics

- Know what the bullwhip effect is
- Know the difference between a pull-based and a push-based production model
- Know the business value of an enterprise system, a supply chain management system, and a customer relationship management system
- Know what information asymmetry is
- Know the different ways to build an IS (e.g., waterfall, prototyping, etc.)
- Know the difference between tangible and intangible benefits
- Know the different types of system conversion strategies
- Know the importance of the triple constraint in project management.
- Know the role that the end user has in developing software
- Be familiar with the in-class group discussion cases

Nature of Exam Questions

- Multiple choice (5 questions, 2 marks each)
- True/False (5 questions, 2 marks each)
- ‘For’ and ‘Against’ (choose 4 out of 6 questions, 20 marks each)

Exam Advice

What to avoid:

- Clearly indicate multiple choice and true/false answer selection
- ‘For’ and ‘Against’ responses that are not related to the statement
- ‘For’ and ‘Against’ responses without evidence