

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

Course code/title : BC 6501 Management Information Systems  
Lecturer : Dr. Andrew P. Ciganek  
Date : Friday, July 15, 2011  
Time : 9:00am – 12:00pm (Day); 6:00pm – 9:00pm (Evening)

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**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)

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**Topics**

- Know the difference between a TPS, MIS, and ESS and which types of management uses them
- Know the value that enterprise systems (ERP, SCM, CRM, KMS) provide, that is, what benefits can each type of enterprise system provide for an organization
- Know the different ways an organization can gain a competitive advantage with IT
- Know the different 'ethical principles' that are discussed in the text
- Know what a denial of service (DoS) attack and distributed denial of service (DDoS) attack are
- Know what data mining is used for and the value it provides to organizations
- Know what a business process is
- Know the challenges of software integration – both within an organization and with an organization's business partners
- 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**

- 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