



الجامعة اللبنانية

كلية الاعلام

الفرع الاول

الامتحانات النهائية للفصل الأول الدورة الأولى

من العام الجامعي 2024-2025

المادة: Information Systems

المرحلة: الاجازة

المدة: ساعتان

السنة المنهجية: الثانية

الأستاذ: د. ملاك خريس

الاختصاص: علم البيانات

Question 1. Multiple Choice Questions (15 Questions, 1 pt./Question, 15 pts in total)

1. What is the primary function of a Knowledge Management System (KMS)?

- A) To process and record daily transactions
- B) To support decision-making processes
- C) To manage and share organizational knowledge
- D) To provide real-time data to senior management

2. Which system integrates core business processes and facilitates the flow of information across different departments?

- A) DSS
- B) ERP
- C) MIS
- D) ESS

3. Which of the following systems is primarily used to support decision-making at the senior management level?

- A) Transaction Processing System (TPS)
- B) Management Information System (MIS)
- C) Decision Support System (DSS)
- D) Executive Support System (ESS)

4. Which of the following systems would you use to forecast the return on investment if your firm planned to switch to a new supplier that offered products at a lower cost?

- A) ESS
- B) TPS

- C) MIS
- D) DSS

5. Which type of information system is designed to support the day-to-day operations of an organization?

- A) DSS
- B) ESS
- C) TPS
- D) KMS

6. The Microsoft 365 Copilot app (formerly Office) lets you create, share, and collaborate all in one place. It is an example of a _____ service:

- A) IAAS
- B) PAAS
- C) SAAS
- D) None of the Above

7. _____ is data shaped into meaningful, useful form.

- A) Knowledge
- B) Output
- C) Feedback
- D) Information

8. Which of the following technologies would you use to analyze the social media data collected by a major online retailer?

- A) OLAP
- B) Data warehouse
- C) Data mart
- D) Hadoop

9. You work for a car rental agency and want to determine what characteristics are shared among your most loyal customers. To do this, you will want to use the data mining software you are using to do which of the following?

- A) Identify associations
- B) Identify clusters
- C) Identify sequences
- D) Classify examples

10. All of the following are technologies used to analyze and manage big data *except*:

- A) relational DBMS.
- B) NoSQL
- C) in-memory computing.
- D) analytic platforms.

11. In data mining, which of the following involves events linked over time?

- A) Associations
- B) Sequences
- C) Classifications
- D) Clustering

12. A(n) _____ represent data as two-dimensional tables.

- A) non-relational DBMS

- B) mobile DBMS
- C) relational DBMS
- D) hierarchical DBMS

13. Logically related set of tasks that define how specific business tasks are performed best describes:

- A) Business Firm
- B) Business Process
- C) Business Routines
- D) Business Operations

14. A Payroll System is a type of:

- A) ESS
- B) DSS
- C) TPS
- D) MIS

15. Incorporate data about external events (e.g., new tax laws or competitors) as well as summarized information from internal systems.

- A) ESS
- B) DSS
- C) TPS
- D) MIS

Question 2. Answer by True or False. Correct the False statements. (10 Questions, 2 pts/Question, 20 pts in total)

1. Virtualization may reduce hardware and energy expenditures, but not very much.
2. The main problem of the cloud is that it is only limited to the public cloud model.
3. Concerns of security, reliability are among the major concerns of edge computing.
4. A database record describes a database row.
5. According to Porter's Competitive Forces analysis, CDs are direct substitutes for iTunes in every context.
6. OLAP can manage and handle queries with very large sets of data
7. Structured data is one of the major sources of big data
8. In-memory computing relies primarily on a computer's disk drives for data storage.
9. Linux is an alternative to Microsoft Windows, but it costs approximately 10% less in every case.
10. A server is called like this because it is a weaker computer that serves less important tasks compared to its clients.

Question 3. Compare and Contrast Challenge (5 Questions, 2 pts/Question, 10 pts in total)

Compare and Contrast Between...

1. Structured Databases and NoSQL.
2. MIS and DSS.
3. Low-cost Leadership and Product Differentiation.
4. Intranets and Extranets.
5. Classification and Clustering.

Question 4. Guess the Trend! (10 Questions, 1 pt./Question, 10 pts in total)

- a. _____ allows a single physical resource to act as multiple resources by running multiple instances of operating systems.
- b. _____ refer to pre-built, ready-to-use software solutions designed for general purposes. They come with predefined features and are aimed at enhancing individual or small business productivity.
- c. _____ focuses on practices and technologies that minimize the environmental impact of computing and networking hardware.
- d. _____ is produced by a community of programmers and is acquired for free.
- e. _____ is a programming language that works on any device via the JVM.
- f. _____ is a set of self-contained services that communicate with one another to create a working software application.
- g. _____ involves obtaining on-demand computing services over a network.
- h. _____ processes data closer to its source, reducing latency and network traffic.
- i. A _____ has more than one processing unit inside it, allowing it to handle multiple tasks simultaneously.
- j. _____ refers to the practice of hiring external vendors or third-party service providers to develop, maintain, or support software applications, instead of doing it in-house.

Question 5. Open-ended Question (30 pts)

1. Firms invest in information systems to achieve six strategic business objectives. List and explain them. Make sure to add examples to support your answer! (15 pts)
2. There are several systems used to link the enterprise. Explain each of them and illustrate how they are connected to one another. (15 pts)

Question 6. Case Study Questions (15 pts)

Scenario 1. Café Antoine (8 pts)

Café Antoine, an extension of the well-established **Librairie Antoine** brand, has recently launched as a hybrid space that combines a **bookstore with a cultural café**. This integration of physical and cultural spaces reflects the evolution of **business models** in the **digital age**, where traditional businesses are increasingly adopting hybrid approaches to enhance customer experience and engagement.

- 1) What business strategy is Café Antoine adopting to compete in market. Justify your choice. (3 pts)
- 2) Suggest two data mining-based Information System Solution to demonstrate in what ways can Café Antoine leverage Information Systems to effectively support and support this business strategy? Explain your answer. (5 pts)

Scenario 2. Carrefour Middle East (7 pts)

Carrefour Middle East is a popular supermarket chain that operates in countries like the UAE, Lebanon, Saudi Arabia, and Egypt. It sells groceries, electronics, clothing, and household items. In recent years, Carrefour has faced more competition from online shopping platforms, discount stores, and other international supermarket chains entering the region. **Using Porter's Five Competitive Forces, list and explain the five competitive forces that can affect business firms. Provide an example of how each force can create pressure on Carrefour.**

Best of luck – trust yourself and do your best! 😊