

Student Number: _____ Name: _____

AP/ADMS 2511 - Management Information Systems
Section _____

ALTERNATE MIDTERM TEST – October 31, 2017

Question 1 (continued)

A)

Definition of data (1 mark)	Related example to Air Canada’s online
Page 9	ordering system at (1 mark)
Data are elementary descriptions of things, events, activities, and transactions that are recorded, classified, and stored but not organized to convey any specific meaning.	An example of data for Air Canada would be flight number.
Definition of information (1 mark)	Related example to Air Canada’s online
Page 9	ordering system at (1 mark)
Information is data that have been organized so that they have meaning and value to the recipient.	An information example for Air Canada could be Flight Number and Passenger Name together.

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Question 1 (continued)

B)

<p>Powerful customers (1 mark)</p>	<p>Explain how it could have affected Air Canada and their decision to adopt the new PSS (1 mark)</p>
<p>P.43</p> <hr/> <p>Consumer sophistication and expectations increase as customers become more knowledgeable about the products and services they acquire. They can use the Internet to find information on products and services, to compare prices and purchase items at electronic auctions.</p> <hr/>	<p>Please review your answer. It needs to respond to the question. As it is it doesn't respond to the question</p> <hr/> <p>Air Canada can use the new PSS to help it deliver more consistent and personalized customer service, based on individual preferences and behaviors. Customers have more control over their flight choices and decisions.</p> <hr/>
<p>Technological Innovation and obsolescence (1 mark)</p> <hr/> <p>P. 43-44</p>	<p>Explain how it could have affected Air Canada and their decision to adopt the new PSS (1 mark)</p>
<p>New and improved technologies rapidly create and support substitutes for products, alternate service options, and high quality. Today's state-of-the-art products may be obsolete tomorrow.</p> <hr/> <hr/> <hr/> <hr/>	<p>Technological innovation and obsolescence have encouraged Air Canada to use adopt new technologies such as PSS and Office 365. PSS will allow Air Canada to streamline customer experiences and improve operational efficiency. An Office 365 upgrade from MS Office 2003 enables Air Canada to allow document sharing with suppliers and partners; update its company portal to facilitate collaboration; and, enable pilots, flight attendants, and ground crew to use mobile devices for email to connect in from all parts of the world.</p> <hr/>

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Question 1 (continued)

C)

Describe strategic information system (2 marks)

P. 49. Strategic information systems provide a competitive advantage by helping an organization implement its strategic goals and improve its performance and productivity. It is any information system that helps an organization either achieve a competitive advantage or reduce a competitive disadvantage.

Explain why you would, or would not, consider the new PSS at Air Canada as a strategic information system (2 marks)

1 mark per valid comment

-The new PSS at Air Canada is a strategic information system for Air Canada. It could enable Air Canada to achieve its goal of being one of the top ten airlines in the world by 2020.

- PSS is strategic because it could allow Air Canada to provide more consistent and personalized customer service, be more operationally efficient (flights leaving timely), and for the airline to be more profitable.

- It would help Air Canada to be more competitive (do better than its competitors) by providing a better service to its customers.

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Question 1 (continued)

D) (6 marks)

Master data (1 mark)	Example related to Air Canada (1 mark)
P. 119. Master data are a set of core data, such as a customer, product, employee, vendor, geographical location, etc. that span the enterprise information systems.	An example for Air Canada could be an employee's personal information (such as name (e.g Pilot Jane Doe), address, etc.) a vendor's name such as Bombardier, any flight passenger, etc.
	Other examples possible
Primary key (1 mark)	Example related to Air Canada (1 mark)
P. 123 A primary key is a field in a record that uniquely identifies that record so that the record can be retrieved, updated, or sorted.	Examples relating to above samples could be Employee Number, vendor number, or passenger reservation number.
Entity (1 mark)	Example related to Air Canada (1 mar)
P. 122 An entity is a person, place, or thing. A record generally describes an entity (one instance).	An entity example for Air Canada could be Employee, Vendor, or Passenger.

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Question 1 (continued)

E) (2 marks)

P. 139,

1 mark per valid comment

- Knowledge management systems involve the use of modern information technologies – the Internet, intranets, extranets, databases –

- to systemize, enhance, and expedite intrafirm and interfirm knowledge management.

- This is the process of integrating explicit and tacit knowledge into formal information systems.

2. Detailed example (2 marks)

P. 139, 140,

1 mark per valid example

- Air Canada can improve corporate performance by maintaining customer knowledge (preferences, complaints, etc.) to improve customer service;

- aircraft maintenance information on how to keep aircraft operating at peak performance and minimizing repair time and cost;

- and, employee feedback could be used to develop new company policies and rules to improve morale and retention.

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Question 1 (continued)

F) Multiple choice (Total 6 Questions for 6 marks)

F1. **E.**

F2. **A.**

F3. **B.**

F4. **B.**

F5. **D.**

F6. **C.**

End of Question 1

Question 2

A)

Types of secondary computer storage (2 marks)page 385-8

1. (1 mark)

A **hard disk drive (HDD)**, **hard disk**, **hard drive** or **fixed disk** is a data storage device that uses magnetic storage to store and retrieve digital information using one or more rigid rapidly rotating disks (platters) coated with magnetic material. The platters are paired with magnetic heads, usually arranged on a moving actuator arm, which read and write data to the platter surfaces. Data is accessed in a random access manner, meaning that individual blocks of data can be stored or retrieved in any order and not only sequentially. HDDs are a type of non-volatile storage, retaining stored data even when powered off.

Solid State Drives – SSD – data storage devices that serve the same purpose as hard drive and store data in memory chips – have no moving parts

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A USB flash drive, usually portable and rewritable, is a type of flash memory storage device that plugs into a computer's USB port. .1GB to 512GB storage.

Floppy Disks. Floppy disks are a storage medium made of a thin magnetic disk. ...

CD-R – RW . (Compact Disc-ReWritable) is a digital optical disc storage format. is a compact disc that can be written, read arbitrarily many times, erased, and written again. Require readers that have more sensitive laser optics than are required to read plain CDs. Consequently, CD-RWs cannot be read in many CD readers built prior to the introduction of CD-RW

CD-ROM drives that bear a "MultiRead" certification claim compatibility

DVD-R. "**digital video disc**" or "**digital versatile disc**" The medium can store any kind of digital data and is widely used for software and other computer files as well as video programs watched using DVD Players. DVDs offer higher storage capacity than compact discs while having the same dimensions. ...

Magnetic Tape – storage medium on a large open reel or in a smaller cartridge or cassette.

Impact of OneDrive cloud storage on each type of secondary storage identified above.

1. (1 mark) This answer doesn't address the question. Please explain the impact (implications) of the use of OneDrive for each type of computer storage device

For all devices of secondary storage there is limited access for

hard disk drive (HDD), hard disk, hard drive or fixed disk – data can reside anywhere in the cloud where on a hard drive it only resides on that device

Solid State Drives – SSD – data can reside anywhere in the cloud where on a drive it only resides on that device

USB flash drive, data can be taken from the device or misplaced and only accessible when it is placed or attached to a standalone PC - accessibility is limited and must be loaded to computing device for the data to be retrieved

Floppy Disks. Floppy disks data can be taken from the device or misplaced and only accessible when it is placed or attached to a standalone PC - accessibility is limited and must be loaded to computing device for the data to be retrieved

CD-R – RW. (Compact Disc-ReWritable) data can be taken from the device or misplaced and

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only accessible when it is placed or attached to a standalone PC - accessibility is limited and must be loaded to computing device for the data to be retrieved

CD-ROM drives that bear a "MultiRead" certification claim compatibility data can be taken from the device or misplaced and only accessible when it is placed or attached to a standalone PC - accessibility is limited and must be loaded to computing device for the data to be retrieved

DVD-R. "**digital video disc**" or "**digital versatile disc** data can be taken from the device or misplaced and only accessible when it is placed or attached to a standalone PC - accessibility is limited and must be loaded to computing device for the data to be retrieved

Magnetic Tape – data can be taken from the device or misplaced and only accessible when it is placed or attached to a standalone PC - accessibility is limited and must be loaded to computing device for the data to be retrieved

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Question 2 (continued)

B) (4 marks)

Any of the four:

1. Customers pay monthly fee to use the infrastructure. (servers, networks, and storage capacity)

2. vendors are responsible for maintenance, administration, capacity planning, troubleshooting, and backups.

3. Each user is responsible for maintaining their operating system and application software.

3. Obtaining additional computing resources—that is, scale from the cloud—is usually fast and easy. Run and use as many servers as is necessary to meet changing demands.

4. IaaS users install their operating system and their application software on the cloud computing provider's computers

5. Cloud providers typically bill IaaS services on a utility computing basis—that is, the cost reflects the amount of resources the user consumes.

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2. (2 marks)

Air Canada can use infrastructure as a service for :

- **data center - store historical data of customers, flights and shifts' schedule**
- **Use virtualized server instances or virtual machines for complex scheduling tasks.**
- **Use it for operating its applications – run software and/or provide computing power**

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Question 2 (continued)

C) (4 marks- two marks each)

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1. Define (2 marks)

1 mark per valid comment

- **Software that made available in source-code form at no cost to developers. Is produced by worldwide “communities” of developers who write and maintain the code.**

2. Explain (2 marks)

- **Enables Air Canada to give their employees access to all the information they need no matter where they are, what device they are using, or with whom they are working**
- **Might reduce firm's IT expenses, e.g: less cost of multiple licences.**
- **Using open-source software in Air Canada poses questions concerning**
 - **ease of use,**
 - **the time and expense needed to train users,**
 - **compatibility with existing systems either within or outside the organization**

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Question 2 (continued)

D) (6 marks)

threats (1 mark each)	controls (1 mark each)
1. Air Canada employees might have “weak passwords” that they use to access Office365.	Ensure that the Air Canada employees have been taught how to generate strong passwords for Office365.
2. Air Canada employees might access Office365 from a remote location using their laptops. The laptops might be infected with malware.	2. Ensure that Air Canada employees have installed antivirus software, turned on the firewall, and updated the software on their laptops.
3. Air Canada flight attendants might be able to access Office365 data/information that should only be visible to Air Canada pilots.	3. Ensure that Air Canada employees can access “just enough” Office365 data/information that will allow them to do their job.
4. Air Canada employees might access Office365 from a remote location using their laptops. The laptops might get stolen.	4. Ensure that Air Canada employees use cable locks on laptops as visual deterrents.
5. Air Canada employees might be the target of a phishing attack.	5. Ensure that Air Canada employees do not click on links in suspicious emails.
Additional possible answers on page 87, Figure 4.1, Security Threats	

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Question 2 (continued)

E) (4 marks)

1. PROPERTY ISSUES: WHO OWNS THE DATA/INFORMATION?

Air Canada employees can store 1 TB of data/information on the OneDrive cloud. After an employee uploads some data/information to OneDrive, who owns that data/information: Air Canada, Microsoft, or the employee?

2. PRIVACY ISSUES: WHAT KINDS OF SURVEILLANCE CAN AN EMPLOYER USE ON ITS EMPLOYEES?

Air Canada employees can access forms on the intranet. Does Air Canada management have the right to monitor which employees are accessing which forms?

3. ACCURACY ISSUES: WHO IS TO BE HELD ACCOUNTIBLE FOR ERRORS IN INFORMATION?

Air Canada managers and employees need to hold themselves accountable when there are errors in information.

4. ACCESSIBILITY ISSUES: HOW CAN ACCESS TO COMPUTERS BE PROVIDED TO EMPLOYEES WITH DISABILITIES?

Air Canada should purchase items that provide flexibility in the positioning of computer equipment.

Additional possible answers on page 69, Table 3.2, Categories and Questions for Ethical Issues

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Question 2 (continued)

F) Multiple choice (Total 4 marks one mark each 12 minutes),

Circle the letter that corresponds to your answer: (A, B, C, D or E).

F1) **A.**

F2) **A.**

F3) **D.**

F4) **C.**

F5).D.

End of Question 2 End of Midterm