

THIS PAPER IS NOT TO BE REMOVED FROM THE EXAMINATION HALLS

UNIVERSITY OF LONDON

291 0318 ZA

BSc Examination
for External Students

**COMPUTING AND INFORMATION SYSTEMS AND
CREATIVE COMPUTING**

Information Systems Management

Dateline: Tuesday 12 May 2009 : 10.00 – 12.15 pm

Duration: 2 hours 15 minutes

Candidates should not attempt more than **THREE** questions. All questions carry equal marks and full marks can be obtained for complete answers to **THREE** questions. There are **FIVE** questions on this paper

Candidates are advised that their answer to all questions will be greatly strengthened by citing examples either of their personal experience or from written sources. Full referencing of sources is not necessary; an indication of nature of the source is all that is required.

Calculators are NOT allowed.

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Question 1

- a) You are on the interviewing panel for the appointment of a new Information Systems Director for the organisation for which you work. Your organisation has recently experienced resistance to the introduction of a new accounting system. You would like to explore what the possible causes of this resistance may be in the interview and have drawn up the following question to put to the candidate. What answer would you like to hear?

Why do you think we are experiencing so much resistance to the introduction of our new accounting system and how might we address this problem?

13 marks

- b) Describe, giving examples, ways in which Information Systems are changing the business environment.

12 marks

Question 2

- a) The staff working in a consulting organisation have requested that they be given clear guidance on whether the organisation has the right of access to all e-mail messages sent from the office during working hours.

As the Information Systems' manager, discuss the steps you would take in order to address this dilemma and discuss the various ethical principles you could explore to help guide you in your decision.

12 marks

- b) Why does an organisation need a 'Disaster Recovery Plan' and what would you expect it to contain?

13 marks

Question 3

- a) Discuss your views on whether the evaluation of Information Systems projects requires a multi-dimensional approach.

12 marks

- b) An imaginary organisation 'TRENDY' provides fashion accessories for the teenage market. Currently, its products are sold through retail store outlets and it has taken the decision that it does not wish to expand into on-line sales. However, TRENDY is keen to get closer to its customers and is looking for ways in which Information Systems can help it in this task. Discuss at least three ways in which information systems may assist TRENDY.

13 marks

Question 4

- a) Evaluate the multiple methodology described by Earl for developing an applications strategy. 13 marks
- b) Discuss the steps that an Information Systems Manager takes to guard against the effect of risk. 12 marks

Question 5

- a) Swift Airways is considering introducing instant messaging to advise their crew members of their flight duties. The intention is to send text messages to crew members' mobile phones. As the Information Systems Director for Swift Airways you are required to develop an information systems strategy for this change. Identify and briefly discuss five key points which you would include in this strategy. 13 marks
- b) Provide 2 detailed examples to illustrate where IT has been used to combat the forces of competition and categorise the benefits achieved. 12 marks

END OF EXAMINATION