

THIS PAPER IS NOT TO BE REMOVED FROM THE EXAMINATION HALLS

UNIVERSITY OF LONDON

291 0318 ZB

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) An automobile dealer operates from around thirty sites in various locations across the UK. The company imports new cars from the manufacturer in Sweden. The cars are kept in warehouses at the docks before being allocated to the various retail sites. Each site has facilities to restore the cars to perfection on arrival. They also provide service and repair facilities which are an important part of their business. The company employs about 50 people at each retail site and there is also a headquarters office employing 70 people in various roles.

Construct a value chain for this company putting in as much detail as you are able, using your knowledge and imagination to amplify the above brief description and suggest where the company might use IT to improve its efficiency and effectiveness.

13 marks

- b) Discuss your views on the major advantages and limitations of information systems in the business world today. Support your answer with examples.

12 marks

Question 2

- a) A large retail organisation has not undertaken any formal review of its information systems for over 5 years. The organisation now wishes to address this situation and develop an information systems strategy for the next 5 years. Imagine you are a management consultant and that you have been asked to advise the organisation on how to proceed. Write a report responding to this request which clearly outlines your views.

13 marks

- b) Identify and discuss some of the critical success factors for an organisation of your choice. For each of the critical success factors you have identified discuss how information systems may assist the organisation in achieving these critical success factors.

12 marks

Question 3

- a) It is frequently stated that organisations fail to conduct formal evaluations of their information systems. Discuss some of the reasons why this might be the case and put forward any arguments that you feel may encourage them to do so.

13 marks

- b) As the IT manager of a medium sized organisation it has been brought to your attention that one of the employees within your firm has sent a personal e-mail message during working hours. The organisation has a policy that no private e-mails may be sent from the work place at any time. After some investigation you discover that the e-mail was sent by a member of the staff who is suffering from a long term illness and the email was sent to their doctor requesting an appointment. Discuss how you would address this issue.

12 marks

Question 4

- a) Cash et al suggest that in managing the implementation of an Information Systems project both the characteristics of the project and the technology should be taken into account. Describe how this approach affects the management of the implementation process.

13 marks

- b) Discuss the major stages involved in IS risk management and illustrate your answer with examples.

12 marks

Question 5

- a) Discuss the importance of conducting a computer system audit and how this should be achieved.

13 marks

- b) An imaginary organisation called FIXIT does not have a suitable Director of Information Systems in post. The organisation has recently become aware of the potential for using information systems to improve their business performance and wish to appoint a suitable candidate to this new position.

Write an advertisement for the post, setting out a detailed description of the job and the personal characteristics expected of the successful candidate.

12 marks

END OF EXAMINATION