



informatics

OXFORD BROOKES UNIVERSITY
BACHELOR OF SCIENCE (HONOURS)

APRIL 2008 EXAMINATION

18th APRIL 2008

U51020: MANAGEMENT INFORMATION SYSTEMS

TIME : 2 Hours + 10 Minutes Reading

NUMBER OF PAGES : 1 Cover Sheet and 2 Pages of Questions



INSTRUCTIONS:

- ☐ Question 1 in SECTION A is **COMPULSORY**.
- ☐ Choose any **TWO** questions in SECTION B.
- ☐ Section A carries 40 marks.
- ☐ All questions in Section B carry 30 marks each.
- ☐ Please start every question on a new page.
- ☐ Answers will not be marked if they are illegible.
- ☐ Enter the question numbers (in the order you have attempted) in the boxes provided in the answer script.
- ☐ Write your **INDEX NUMBER** and **MODULE NUMBER** on the cover page of the answer script.

SECTION A

(Answer this Question)

QUESTION 1

Prompt Builder builds apartment buildings, hotels and office parks and earns about \$75 million revenue in a year. The company has suffered poor communications with its business partners and struggled with too much paper work. Reams of papers were sent back and forth via “snail mail”. With intense competition through deregulation and globalisation, inefficiencies can be costly. Prompt Builder has engaged your services as an IT consultant to make improvement.

- a) As an IT consultant, discuss four goals you would define in the ‘new work’ environment to prepare staff for the changes created by the external environment.
[20 marks]
- b) For each of the goals specified in part (a), discuss the implications for Prompt Builder’s IS Manager.
[20 marks]

[TOTAL MARKS FOR QUESTION 1: 40 MARKS]

SECTION B

(Answer any TWO Questions)

QUESTION 2

Kenneth Primozić and Edward Primozić have presented the escalating benefits of Information Technology (IT) through the concept of “waves of innovation” in McNurlin and Sprague (2004).

- a) Draw a detailed diagram of the five waves of innovation.
[5 marks]
- b) Briefly describe each of the five waves of innovation.
[20 marks]
- c) Discuss why is it important that top managers must be involved when IT is applied in an organization above Wave 3.
[5 marks]

[TOTAL MARKS FOR QUESTION 2: 30 MARKS]

QUESTION 3

It was reported in the news papers that Singapore Airlines (SIA) will outsource its IT infrastructure functions later in the year and that it would affect 130 of its IT staff.

- a) Discuss three reasons that could have motivated SIA's management to outsource its IT function. [9 marks]
- b) Discuss five factors that the IT Department will have to consider for the successful implementation of outsourcing. [15 marks]
- c) SIA is intending to outsource its data centre, end user computing support and help desk. Critically evaluate and suggest an outsourcing approach (hybrid approach is acceptable) that you would recommend SIA's management. Justify your choice. [6 marks]

[TOTAL MARKS FOR QUESTION 3: 30 MARKS]

QUESTION 4

- a) Identify and discuss six reasons why strategic planning is so difficult. [12 marks]
- b) Describe the stages of growth theory. [8 marks]
- c) With the use of an example, discuss the contribution of the theory to information systems planning. [10 marks]

[TOTAL MARKS FOR QUESTION 4: 30 MARKS]

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