



OXFORD BROOKES UNIVERSITY
BACHELOR OF SCIENCE (HONOURS)

DECEMBER 2007 EXAMINATION

13th DECEMBER 2007

U51020: MANAGEMENT INFORMATION SYSTEMS

TIME : 2 Hours + 10 Minutes Reading

NUMBER OF PAGES : 1 Cover Sheet and 3 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 ALL questions in this section)

QUESTION 1

- a) You have been appointed to oversee the operations of your family business, which started almost ten years ago. The business has earned its reputation in the field of beverages - it manufactures and distributes flavoured drinks.

However, as a student of Information Systems Management, you cannot help but notice the absence of Information Technology. Discuss how Information Technology:

- i) has influenced the widespread use of technology in organizations.
- ii) helps an organization in managing its employees.
- iii) helps an organization in managing its customers.
- iv) helps an organization in managing its relationship with its business partners.

[20 marks]

- b) Business Solutions Provider (BSP) is a consultancy firm that operates from Singapore, catering to a wide range of large and medium size organizations. The clients include multinationals and prominent local companies.

BSP has invested heavily in IT applications, as it believes technology can enhance the business and help improve customer service. It has subscribed to a variety of information sources and the executives are currently facing the problem of information overload.

But despite all these measures, the performance of the company in the past year has been far from satisfactory. The top management that financed the investment is looking for an explanation as to why this might have happened and would like to see a change in the company's performance in the coming years.

Identify and explain two factors that may have contributed to the poor performance of BSP. Your answer should be addressed from the IS Department's perspective and not from organizational or end user perspective.

[8 marks]

- c) Recommend two planning strategies that would address BSP's concern, explaining each of the strategies and justifying your recommendation.

[12 marks]

[TOTAL MARKS FOR QUESTION 1: 40 MARKS]

SECTION B

(Answer any TWO Questions)

QUESTION 2

- a) McNurlin and Sprague (2004) have defined three missions for an Information System's Department. Briefly explain and summarise the evolved missions.

[18 marks]

- b) The two changes that have taken place in the external business environment are 'faster business cycle' and 'business eco-system'. For each of these, explain the change and discuss the impact it has on the internal environment.

[12 marks]

[TOTAL MARKS FOR QUESTION 2: 30 MARKS]

QUESTION 3

- a) As organizations interface their systems with Internet Technology, they are exposing themselves to more vulnerability. Describe three approaches that crackers use in gaining illegal access.

[18 marks]

- b) Companies need to define security policies to manage the security of their products and services. Identify and describe a suitable countermeasure for each of the following threats:

- i) Illegal access into the company's network
- ii) Illegal tapping of company's information

[12 marks]

[TOTAL MARKS FOR QUESTION 3: 30 MARKS]

QUESTION 4

- a) Briefly define the term 'Legacy System' and discuss one problem faced by IS Department when handling legacy systems.

[6 marks]

- b) The newly appointed Managing Director (MD) of Speedy Link Pte Ltd noticed that most of the systems used in the company are Legacy Systems. He has ordered the replacement of the systems. As an Information Systems Manager, you have identified three approaches to handling legacy systems: restructure, reengineer and refurbish.

For each of the three approaches identified, define the approach and discuss how it will be implemented to improve the legacy system.

[24 marks]

[TOTAL MARKS FOR QUESTION 4: 30 MARKS]

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