



INFORMATICS

OXFORD BROOKES UNIVERSITY

**BACHELOR OF SCIENCE (HONS) COMPUTING
AND INFORMATION SYSTEMS**

**BACHELOR OF SCIENCE (HONS) INFORMATION SYSTEMS AND
SOFTWARE ENGINEERING**

DECEMBER 2006 EXAMINATION

12th DECEMBER 2006

M7011: MANAGEMENT INFORMATION SYSTEMS

TIME : 2 Hours + 10 Minutes Reading

NUMBER OF PAGES : 1 Cover Sheet and 5 Pages of Questions

INSTRUCTIONS:

- ☐ **SECTION A is COMPULSORY** and all 3 Questions must be done. Choose any **THREE** questions from **SECTION B**.
- ☐ Section A carries 25 marks.
- ☐ All questions in Section B carry 25 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.

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SECTION A

(Answer ALL questions in this section)

QUESTION 1

For parts 1a - 1j, write the **Qn. No.** and **the most suitable answer** (a or b or c or d only).
[Question 1a to 1j: 1 mark each]

- a) A computer-based system that enables the management of all of the firm's resources on an organization-wide basis is referred to as a(n):
- a. management information system
 - b. enterprise resource planning system
 - c. transaction processing system
 - d. group decision support system
- b) Personal productivity systems include all of the following except:
- a. electronic mail
 - b. voice mail
 - c. groupware
 - d. electronic calendaring
- c) Functional heads and supervisors are classified as:
- a. operational control level
 - b. management control level
 - c. tactical process level
 - d. strategic planning level
- d) Executive Information Systems provide focused, customized presentations of information about:
- i) Trends
 - ii) Exceptional cases
- a. i only
 - b. ii only
 - c. i and ii
 - d. None of the above

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- e) Which of the following is a support activity?
- a. Logistics
 - b. Service activities
 - c. Marketing and sales operations
 - d. Human resources management
- f) Systems design:
- a. describes what a new system should do to meet information requirements
 - b. shows how the new system will fulfill the information requirements
 - c. always tries to increase precision
 - d. includes the testing phase.
- g) The process of analyzing an existing system to identify its elements and their interrelationships, as well as to create documentation in a higher level of abstraction than currently exists is:
- a. reverse engineering.
 - b. restructuring.
 - c. forward engineering.
 - d. reengineering.
- h) Which methodology most closely resembles a waterfall?
- a. System Development Life Cycle
 - b. Rapid Application Development
 - c. Phased Development
 - d. Prototyping
- i) The radical redesign of business process is
- a. rationalization of procedures
 - b. paradigm shifts
 - c. accessibility and empowerment
 - d. business process re-engineering.
- j) Members of an organisation use intranet to create
- a. a collaborative environment
 - b. new services for customers
 - c. a supply chain
 - d. flattening of the organisational hierarchical level

[TOTAL MARKS FOR QUESTION 1: 10 MARKS]

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QUESTION 2

Describe the Stages of Growth planning technique and discuss its role in Information Systems Planning. **[10 marks]**

[TOTAL MARKS FOR QUESTION 2: 10 MARKS]

QUESTION 3

Identify and discuss two trends that have shifted some of the traditional responsibilities from the Information Systems Department to other departments within the organization or to other organizations. **[5 marks]**

[TOTAL MARKS FOR QUESTION 3: 5 MARKS]

[TOTAL MARKS FOR SECTION A: 25 MARKS]

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Section B

(Answer any **THREE** questions)

QUESTION 4

- a) The emergence of the Internet has enabled organizations to influence their presence in the market. Discuss three ways in which business organizations can deploy technology to increase their competitiveness.

[15 marks]

- b) Rover has been managing a small traditional bookstore. The company's operations, accounts and records are handled manually and it has grown over the years. Rover has sales agents to help promote his business who call over the telephone for customer history and update on product information. Almost all operations such as stock replenishment and customer support are managed manually and the main form of communication is through telephone and fax.

Rover wants to expand his business. As an IS/IT consultant, propose IS/IT solutions with justification for Rover's consideration.

[10 marks]

[TOTAL MARKS FOR QUESTION 4: 25 MARKS]

QUESTION 5

- a) Define the term 'Outsourcing' and discuss two driving forces. [5 marks]

- b) Define Transitional Outsourcing and Best of Breed Outsourcing. Compare and contrast between them. [10 marks]

- c) Most organizations think that outsourcing IS/IT will lead to savings and improve productivity. Discuss your view with respect to this believe. [10 marks]

[TOTAL MARKS FOR QUESTION 5: 25 MARKS]

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QUESTION 6

- a) Systems Developers have a number of approaches to manage the maintenance of legacy systems. Describe the following two approaches: restructuring and re-engineering. For each of the approach, discuss two advantages of using it as a means to manage legacy systems.

[10 marks]

- b) Many technically sound systems have not resulted in the successful implementation because MIS managers seem not have considered the people element. Describe and discuss how the ODR change management methodology can help in the smooth implementation of systems.

[15 marks]

[TOTAL MARKS FOR QUESTION 6: 25 MARKS]

QUESTION 7

- a) Executive Support System (ESS) can assist executives in their work. Discuss three ways by which ESS enhances managerial decision-making.

[12 marks]

- b) Discuss three problems associated with the development and maintenance of Executive Information Systems.

[13 marks]

[TOTAL MARKS FOR QUESTION 7: 25 MARKS]

[TOTAL MARKS FOR SECTION B: 75 MARKS]

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