



## OXFORD BROOKES UNIVERSITY

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

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

### AUGUST 2007 EXAMINATION

17<sup>th</sup> AUGUST 2007

**M7011: MANAGEMENT INFORMATION SYSTEMS**

**TIME : 2 Hours + 10 Minutes Reading**

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

**INSTRUCTIONS:**

- ☐ The question in section A is **COMPULSORY**. Choose any **THREE** questions in **SECTION B**.
- ☐ Section A carries 10 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.

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## **SECTION A**

**(THIS QUESTION IS COMPULSORY)**

### **QUESTION 1**

Write short notes on the following changes that have occurred in the business environment as discussed by McNurlin & Sprague (2006):

- a) Decapitalisation **[5 marks]**
- b) Real Time Working **[5 marks]**

**[TOTAL MARKS FOR QUESTION 1: 10 MARKS]**

**[TOTAL MARKS FOR SECTION A: 10 MARKS]**

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**SECTION B**(Answer any **THREE** questions)**QUESTION 2**

- a) Over the years, at any given time, information technology has been used strategically based on the state of technological development at that time. For instance, in the mid 80's it was about end user computing; in early 90's IT had a part to play in enabling business process re-engineering. With the impact of Internet in the mid 90's, discuss three ways by which IT can be used strategically in business operations.

**[15 marks]**

- b) Computer Academy (CA) is a computer school that was established 30 years ago. Over the years, the company has grown by offering multi-products that range from foundation to post graduate programs. CA offers the programs by collaborating with overseas universities. The student strength has grown steadily to 10 000 students across the world. Most of CA's operation was initially handled manually and it is now shifting towards basic, standalone systems. E-mail and telephone are the main means of communication with its overseas partners and customers.

Assess the current situation. Critically discuss and propose how IT can be deployed to improve CA's position in the market.

**[15 marks]****[TOTAL MARKS FOR QUESTION 2: 30 MARKS]**

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**QUESTION 3**

- a) Value Chain Analysis is a model introduced by Porter, M. E (1985). With the aid of a diagram, explain the model and its purpose in strategic planning. **[15 marks]**

- b) Read the following case situation:

Quick Food Restaurant specialises in burgers and has a chain of 20 stores all over the island.

Each branch manages its own supplies of buns and related ingredients by placing its order over the telephone to the Purchasing Department. Supplies are sent directly to branch warehouse. The store clerk monitors the stocks and is responsible to arrange for stock replenishment.

The staffs at cash counter take customers' orders and shout out the orders to the kitchen staff. During peak hours, the queue gets long and there are many instances where customers leave without placing their orders due to the long waiting time. To overcome this problem, Quick Food has introduced a phone-in service enabling customers to place orders through phone and to come in to make payment and to pick up their orders.

Quick Food employs temporary staff on an adhoc basis to publicise their presence by distributing product brochures to the general public around the vicinity of the branch. Quick Food operates from 11 a.m. to 7 p.m. and all customer enquiries and support is handled during the operating hours.

When branches need staff, they e-mail to Human Resource Department. Purchasing department consolidates the purchase requirements for the organisation and places the orders via an EDI system. The Operations Executive organises monthly meetings for branch managers and facilitates the sharing of information among branches.

Apply the Value Chain Analysis model to the given case and carry out the following tasks:

- i) Populate the model with your findings of the current situation – 5 marks
- ii) Use the model to analyse and summarise the current situation – 5 marks.
- iii) Propose the information systems requirements based on your analysis – 5 marks

**[15 marks]****[TOTAL MARKS FOR QUESTION 3: 30 MARKS]**

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**QUESTION 4**

- a) Some say that outsourcing IT as a whole will lead to savings and improve productivity. Discuss your view with respect to this strategy.

**[15 marks]**

- b) Atlas Travel is a company that has expanded by acquiring companies in travel related businesses. These companies have their own separate business units leading to multiplicity of systems and ineffective management of the entire business chain. The company operates on various application systems for operational as well as financial transaction reporting at different locations. The CEO wants to improve the current legacy systems by integrating them and wants a system that supports seamless communication. For this, it is necessary to include Internet and web-based technology. The CEO is not keen in providing additional budget.

Propose to the CEO a suitable type of outsourcing that you would recommend with justification. Include any assumptions that you may have made. (Hint: Some outsourcing types discussed by McNurlin and Sprague (2006) are IT Outsourcing, Transitional Outsourcing, Best of Breed Outsourcing, Business Process Outsourcing, E-Business Outsourcing).

**[15 marks]****[TOTAL MARKS FOR QUESTION 4: 30 MARKS]**

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## **QUESTION 5**

Toys Pte Ltd is a toys distributor company. It has branches in Australia, China, India Indonesia and Malaysia with revenue of 18 to 19 million dollars last year.

The company has invested in an accounting system and has integrated its backend operation systems with front-end sales and logistics. The integrated sales force automation and consignment management system handles between 4 to 5 million worth of annual stock. The company has taken advantage of the Internet technology and has interfaced it with its legacy systems to better serve its staff and customers. To be more effective, the company has plans to introduce PDAs for sales staff. There is 600 staff accessing the system with a daily update of 5000 transactions. Tapes are used to store the data as backups. The CEO has realized that the company's lifeline is on the continuous availability of the system and it has become a daunting task to look into the security aspects.

The CEO has employed you as an Information Systems Security Officer to prepare a corporate-specific security plan that includes a business continuity plan. Write a report to the CEO making your recommendation about the plan that you would devise for Toys Pte Ltd. The report should cover the following elements: Risk Identification, Risk Analysis Risk Handling and Business Continuity strategies.

**[TOTAL MARKS FOR QUESTION 5: 30 MARKS]**

**[TOTAL MARKS FOR SECTION B: 90 MARKS]**

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