



OXFORD BROOKES UNIVERSITY

BACHELOR OF SCIENCE (HONS) COMPUTING
AND INFORMATION SYSTEMS

BACHELOR OF SCIENCE (HONS) INFORMATION SYSTEMS AND
SOFTWARE ENGINEERING

APRIL 2007 EXAMINATION

20th APRIL 2007

U51020: MANAGEMENT INFORMATION SYSTEMS

TIME : 2 Hours + 10 Minutes Reading

NUMBER OF PAGES : 1 Cover Sheet and 7 Pages of Questions

☞ INSTRUCTIONS:

- ☐ ALL QUESTIONS in SECTION A are **COMPULSORY** and 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.

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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) Which of the following is not an example of information?
- a. an invoice
 - b. a student's name
 - c. a sales analysis report
 - d. a forecast
- b) Computer hardware, software, data and storage technology, and networks providing a portfolio of shared information technology resources for the organization best describes:
- a. information architecture
 - b. information technology infrastructure
 - c. communications technology
 - d. interorganisational systems
- c) The study of information systems focusing on their use in business and management best describes:
- a. management information systems
 - b. computer-based information systems.
 - c. communication technology.
 - d. knowledge-based and information-based assessment
- d) A system with universally accepted standards for storing, retrieving, formatting, and displaying information in a networked environment best defines:
- a. a web site.
 - b. a web location.
 - c. the World Wide Web.
 - d. an intranet

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- e) A marketplace that is created by computer and communications technologies that link many buyers and sellers defines:
- a. electronic commerce.
 - b. electronic market.
 - c. Internet.
 - d. World Wide Web.
- f) Which of the following is not a true statement?
- a. Using information technology, managers can obtain information on organizational performance down to the level of specific transactions from just about any location.
 - b. Systems linking a company to its customers, distributors, or suppliers are termed interorganizational systems.
 - c. The Web is increasingly being used for business-to-business transactions.
 - d. Internet is not requiring organizations to redefine their business models.
- g) Which of the following is a way that information technology increases organizational flexibility for small companies?
- a. Custom manufacturing systems allow factories to offer customized products in small quantities.
 - b. Massive databases of customer purchasing records can be analyzed so that the company can know its customers' needs and preferences.
 - c. Information can be easily distributed down the ranks of the organization to empower lower level employees and work groups to solve problems.
 - d. Managers can easily obtain the information they need to manage large numbers of employees in widely scattered locations.
- h) Optical disks, magnetic tapes, and the software governing the organization of data on physical media are examples of:
- a. communications technology.
 - b. storage technology.
 - c. computer software.
 - d. router technology

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- i) Standard operating procedures are:
- a. the unique ways in which organizations coordinate and organize work activities, information, and knowledge to produce a product or service.
 - b. the particular design that information technology takes in a specific organization to achieve selected goals and functions.
 - c. formal rules for accomplishing tasks that have been developed to cope with expected situations.
 - d. specialized tasks performed in a business organization, including manufacturing and production, sales and marketing, finance, accounting, and human resources.
- j) The type of system that rests on accepted and fixed definitions of data and procedures for collecting, storing, processing, disseminating, and using these data is called a(n):
- a. informal system.
 - b. formal system.
 - c. network.
 - d. intranet.

[TOTAL MARKS FOR QUESTION 1: 10 MARKS]

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QUESTION 2

- a) Draw and label Michael Porter's Five Forces Model. **[5 marks]**
- b) Describe the model, giving examples of how Internet can influence each of the forces in the market. **[10 marks]**

[TOTAL MARKS FOR QUESTION 2: 15 MARKS]

QUESTION 3

Increasingly organisations are using Internet technology to support their business operations. Applications are used through Intranet, Internet and Extranet setup. Explain the difference between each of these and explain how it helps businesses. **[3*5 = 15 marks]**

[TOTAL MARKS FOR QUESTION 3: 15 MARKS]

[TOTAL MARKS FOR SECTION A: 40 MARKS]

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Section B

(Answer any TWO questions)

QUESTION 4

Modern Furniture has been manufacturing furniture and dealing with upholstery maintenance since 30 years ago and has about a hundred employees.

It had a local area network and all financial records resided within a financial management system on the network server. In addition, the network served as a repository for all drawings of the various manufactured products. The Computer Operations Department has stored all its backups in the same building.

Unfortunately, flames engulfed the company's office facility fiercely last October.

- a) Discuss four losses that Modern Furniture would have faced and its impact on the organization.

[10 marks]

- b) As an Information Systems Security Officer, discuss the controls that you would have put in place to minimize the losses mentioned in (a).

[10 marks]

- c) Discuss the contingency plan that you would have put in place to resume operations as quickly as possible. Justify your choice.

[10 marks]

[TOTAL MARKS FOR QUESTION 4: 30 MARKS]

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QUESTION 5

- a) Outsourcing strips a company of an important core-competence – technical-know. Discuss your stand on the given status.

[10 marks]

- b) Always Perfect (AP) Company is considering replacing its legacy systems with an integrated system. A recent review by Business Solutions (BS) Consultancy reveals that:
- i) The estimated development and deployment costs for the new system is 20% of last year's revenue.
 - ii) The estimated revenue gained through the implementation of the new system is 7% of last year.
 - iii) The implementation risk of the new system is 35%. The failure of implementation will cause an additional half a million dollar loss to the company due to the disruption of the company's operation.
 - iv) AP's competitor will deploy a similar system within the next half year. It is predicted that the competitor's market share will increase from 46% to 76% within the first six months of implementing the new system and the market share will progressively increase.
 - v) While the current IS staff of AP is competent to develop and manage the new system, it is necessary to introduce new IS skills to the current IS Department of AP.

The Top Management Team (TMT) has handed over the report from BS Consultancy to you, the Development Manager for AP, for consideration. Write a report suggesting to the TMT the issues relating to the replacement of the current system, the reasons for your suggestions and how to implement your suggestion.

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

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QUESTION 6

- a) Define an Executive Information System (EIS).

[5 marks]

- b) Clearly explain five characteristics of EIS (10 marks), identifying why these characteristics distinguish EIS from other Information Systems used by management. (5 marks)

[15 marks]

- c) Describe the two different methods that a systems analyst may use to assess the information requirements of an executive for inclusion within an EIS, discussing any shortcomings of the methods.

[10 marks]

[TOTAL MARKS FOR QUESTION 6: 30 MARKS]

[TOTAL MARKS FOR SECTION B: 60 MARKS]

-END OF PAPER-