

UNIVERSITY of LONDON

291 0318 ZB

B.Sc. EXAMINATION 2008

For External Students

**COMPUTING AND INFORMATION SYSTEMS AND
CREATIVE COMPUTING**

Eastern Zone

318 INFORMATION SYSTEMS MANAGEMENT

Duration: 2 hours 15 minutes

Date and Time: Thursday 8 May 2008 : 2.30 – 4.45 pm

*Do not attempt more than **THREE** questions. All questions carry equal marks and full marks can be obtained for complete answers to **THREE** questions. There are **five** questions on this paper.*

Candidates are advised that their answers to all questions will be greatly strengthened by the citing of examples either of their personal experience or from written sources. Full referencing of sources is not necessary; an indication of the nature of the source is all that is required.

**THIS EXAMINATION PAPER MUST NOT BE
REMOVED FROM THE EXAMINATION ROOM.**

Question 1.

- a) It is suggested that Information Systems enable an organisation to get close to its customers. Describe at least three ways in which information systems enable an organisation to get closer to their customers and illustrate your answer with specific examples.

13 marks

- b) A retail clothing outlet has introduced a new Internet site from which to sell their product range. The objective for introducing this site is to improve the organisation's competitive advantage. Discuss how you would evaluate whether this site has been successful at achieving its business purposes.

12 marks

Question 2.

- a) Describe an Information Systems planning methodology with which you are familiar and discuss the main advantages and disadvantages of the methodology you have described.

13 marks

- b) Discuss whether an Information Systems' manager needs to draw up a disaster recovery plan and what such a plan should contain.

12 marks

Question 3.

- a) Discuss what is meant by the concept of Business Process Re-engineering (BPR) and describe the typical steps involved in conducting a BPR initiative. Illustrate your answer with an example.

12 marks

- b) Discuss some of the ways in which advances in Information Systems may give rise to ethical dilemmas and suggest ways in which these dilemmas may be addressed.

13 marks

Question 4.

- a) A new Information System may not be accepted by end users. Discuss your views on whether this is a positive or negative occurrence, why you think it might occur and possible ways in which a manager may deal with such a situation.

12 marks

- b) How do the characteristics of an Information Systems project impact on the way it should be managed?

13 marks

Question 5.

- a) Discuss why it is important to use project planning methods for managing Information Systems and what it is that these methods should define.

12 marks

- b) 'The role of Information Systems has changed from that of a back office support to a tool for competitive advantage'.

Discuss this statement giving examples to support your argument.

13 marks

END OF EXAMINATION