ISYS10001 Foundations of Information Systems Exam

Semester 2 2020

Up to 1200 words (40%)
36 hours total writing time
Start date: 10:00 AM AEDT, Thursday, 12 November 2020
End date: 10:00 PM AEDT, Friday, 13 November 2020

Five questions

You have been allocated an airline from the following: Qantas, Virgin Australia, Singapore, Etihad or Emirates

1) Discuss Porter's five forces in the context of your specific airline. [8 marks]

2) What is the Competitive Advantage of this airline?

   a. Discuss the specific advantages this airline has over the others above [4 marks]
   b. Compare your airline to at least two other airlines listed above [4 marks]

3) Business Process Modelling [8 marks]

   Customers might need to use travel insurance. For instance, lost luggage, flight delays or cancelled because of bad weather. Model the following insurance claim handling process in Business Process Management Notation (BPMN). You do NOT need to show pools and lanes and business objects.

   The insurance claim handling process starts when a customer submits a claim with the relevant documentation. The insurer checks the documents upon completeness. If it is complete, the claim is registered and then assessed. If the assessment is positive, payment is scheduled. Otherwise, the claim is rejected. In any case (whether the outcome is positive or negative), a letter is sent to the customer and the process is considered to be complete.

4) What types of Organisational Change occurred within the airline as result of COVID-19? [8 marks]

5) Customer Relationship Management (CRM)

   • Explain how the airline would benefit from the implementation of a CRM system [4 marks].

   • Propose a plan for how the airline would use CRM to increase customer satisfaction [4 marks].

~ End of Exam ~