UNIVERSITY OF LONDON

CO3318 ZB

BSc EXAMINATION

COMPUTING AND INFORMATION SYSTEMS, CREATIVE COMPUTING and COMBINED DEGREE SCHEME

Information Systems Management

Monday 13 May 2019:   14.30 – 16.45

Time allowed: 2 hours and 15 minutes

DO NOT TURN OVER UNTIL TOLD TO BEGIN

There are **FIVE** questions on this paper. Candidates should answer **THREE** questions. All questions carry equal marks and full marks can be obtained for complete answers to **THREE** questions. The marks for each part of a question are indicated at the end of the part in [ ] brackets.

Only your first **THREE** answers, in the order that they appear in your answer book, will be marked.

There are 75 marks available on this paper.

Calculators are not permitted in this examination.

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Question 1

SMALLS is a retail outlet that sells garden furniture. The company have a number of shops throughout England. They have branches in London, Newcastle and Swindon. In recent years the large Do-It-Yourself stores have started to provide their own range of garden furniture. This has resulted in putting SMALLS under a great deal of competitive pressure.

a) Discuss **THREE** competitive thrusts that SMALLS may consider undertaking to deal with this situation and for each of the thrusts you have selected discuss how an information system may assist them to achieve each of these competitive thrusts.

[12 marks]

b) Discuss what other forces of competition SMALLS might be facing, and identify a technology that might assist them in resisting each of these forces.

[13 marks]

Question 2

The HEREITIS organisation is an engineering firm that assembles component parts for the motor car industry. Essentially HEREITIS receives the component parts from a number of component manufacturers, assembles them and then distributes them to the motor manufacturers. HEREITIS have not embraced the use of Information Technology in the supply chain. They are now considering introducing Information Technology but are not sure of its advantages or what the potential implications of implementing it would be.

a) Write a report in which you discuss ways in which Information Technology may support the management of the supply chain.

[13 marks]

b) Write a report in which you explain to HEREITIS what actions they would need to take to facilitate the success of the implementation.

[12 marks]

Question 3

Every day we read in the press of serious Information Systems security breaches. It has thus become increasingly important for organisations to have robust Information Systems defence strategies in place. Despite this, there are many organisations, particularly small ones, who have not developed these strategies.

a) Discuss what you see as the objectives for small organisations in determining their Information Systems defence strategies.

[13 marks]

b) Discuss how an organisation might manage the risks associated with a breach of their information systems.

[12 marks]

Question 4

Many Information Systems Departments find themselves in a position of trying to persuade senior managers of organisations to update their information systems.

a) As the Chief Information Officer in a medium sized organisation, prepare a brief to the Board in which you explain why the decision to upgrade the IT systems will shortly become essential.

[13 marks]

b) As the Chief Information Officer, provide a further brief in which you point out to the senior management that establishing a financial case for upgrading of the information systems may be difficult and suggest alternative methods for justification of the investment case.

[12 marks]

Question 5

a) Information systems impact on the way business is conducted throughout the world. This impact has occurred at many levels, for example, it has transformed the ways in which entire industries function. Discuss your views on the impact that information systems have had on the business world at various levels.

[13 marks]

b) Discuss the concept of information rights and obligations within the context of information systems management.

[12 marks]

END OF PAPER