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THIS PAPER IS NOT TO BE REMOVED FROM THE EXAMINATION HALLS

UNIVERSITY OF LONDON

CO3318 ZB

BSc Examination

COMPUTING AND INFORMATION SYSTEMS, CREATIVE COMPUTING
and COMBINED DEGREE SCHEME

Information Systems Management

Date and Time: Friday 12 May 2017: 10.00 – 12.15

Duration: 2 hours 15 minutes

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.

No calculators may be used.

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Question 1

KEYS are a retailer of a wide range of car parts such as brakes, gear boxes, headlights, etc. They sell their products from large garages in out-of-town locations throughout Asia. The products are imported from Japan and they are held at the docks in large warehouses before they are transported to the garage sites. On arrival at the site they are checked for any damage and are also checked to ensure that the delivery matches the order request. Each site has the facilities to send the goods directly to customers, as well as providing fitting services. Customer services for handling queries, tracking orders and dealing with complaints are nationally based, using call centres in India.

- a) Construct a value chain for KEYS, and suggest where the company might use Information Systems to improve its performance.

[12 marks]

- b) As Information Systems are central to KEYS they will need to conduct computer systems audits from time to time.

Discuss the importance of doing these audits.

[4 marks]

Discuss how these audits should be undertaken.

[9 marks]

Question 2

- a) The Technology Acceptance Model suggests that there are two main criteria which influence whether a new technology is accepted by end users. Discuss these two criteria.

[4 marks]

- b) Discuss the steps that a manager might take to ensure the success of the implementation of an IS project.

[8 marks]

- c) In recent years, the efficient management of an organisation's supply chain has become seen to be a potential source of competitive advantage. Discuss ways in which Information Systems may support the management of the supply chain.

[13 marks]

Question 3

HIGHLANDS is a Scottish organisation which has been accused of failing to undertake a thorough evaluation of an information system which they recently invested in. Shareholders are asking the organisation to explain why this evaluation was not done.

- a) Write a letter to the shareholders explaining the reasons why such a formal evaluation is difficult and thus justifying why it was not undertaken.

[12 marks]

- b) Write a letter to the Management Board of HIGHLANDS suggesting some of the formal evaluation methods which they might consider applying in order to evaluate their information systems in the future.

[13 marks]

Question 4

CASHIN is a large commercial banking organisation situated in the City of London. The bank consists of various departments such as Human Resources, Logistics, *etc.*

- a) The Managing Director of the organisation has suggested that as the IS manager, you should introduce Service Level Agreements between the IS department and the other departments within CASHIN. Write a report discussing your views on whether this is a sensible approach.

[12 marks]

- b) CASHIN has received a tender for a new customer relationship management system. The tender essentially only covers the cost of the hardware and software requirements and the estimate is for \$900,000. Discuss the extent to which you believe this estimate is realistic.

[13 marks]

Question 5

A newly appointed Information Systems manager has joined an organisation called BOTANY which sells plants and garden furniture. To date BOTANY has only used electronic tills. Your task is to develop an information systems strategy for potential future Information Systems at BOTANY.

a) Discuss the key components which you would include in this strategy.
[12 marks]

b) Discuss the advantages of end user development of information systems.
[13 marks]

END OF PAPER