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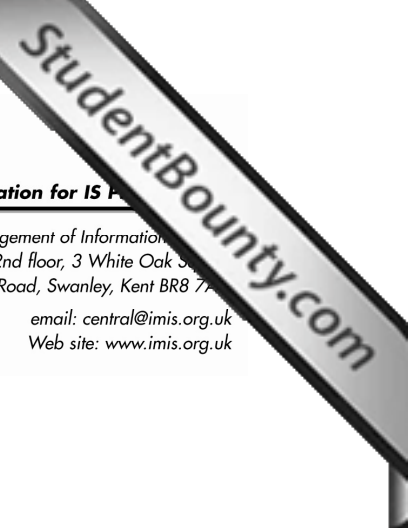**The Professional Association for IS P**

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HIGHER DIPLOMA

MANAGEMENT INFORMATION SYSTEMS (H1)

MONDAY 3rd JUNE 2013

TIME: 10:00 TO 13:00 HOURS

DURATION: 3 HOURS

Candidates should answer ALL the questions in Part A and THREE of the five questions in Part B. Part A carries 40% of the marks available and Part B carries 60%. Candidates should allocate their time accordingly

No reference material of any kind may be taken into the examination

[Turn over]

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PART A.
Answer ALL questions in this section. You are advised to spend about one h
on this section.

Question A1.

The classical Pyramid Organisational model has 3 or 4 horizontal levels. Trace
the path of sales data as it rises through these levels.   (5 marks)

Question A2.

What influence does Moore's Law have on Information Systems Managers when
they are upgrading IT equipment?   (5 marks)

Question A3.

Most National Banks, for example the Bank of England, use algorithmic models to
help understand national economics. In the context of General Systems Theory, what
role does feedback have in such models?   (5 marks)

Question A4.
In the event of a security breach, what role could the disaster recovery software play?
                                                                            (5 marks)

Question A5.

Aristotle considered it important to view systems as complete entities. How does
this relate to the Emergent Properties of a system?   (5 marks)

Question A6.

Many companies, e.g. Adobe, IBM, Pegasus, offer Business Process Modelling
(BPM). Describe the typical five stages that their packages follow when undertaking
BPM.   (5 marks)

Question A7.

Critical Success Factors (CSF) are useful tools. Using the automotive industry as
an example, describe a potential CSF.   (5 marks)

Question A8.

Systems should be considered as a whole entity. Discuss the usefulness of this
holistic viewpoint when considering Information Systems (IS).   (5 marks)

(Total 40 marks)

[Turn over]

PART B.
Answer any THREE of the five questions. You are advised to spend about two hours on this section.

Question B9.

Wikipedia is a prime example of an online database.

(a)   How can online encyclopaedias, such as Wikipedia, help the users of Information Systems (IS) and how can the users gauge the reliability of such sources?
(5 marks)

(b)   The classical pyramid conceptual model of an organisation has four horizontal levels. Suggest the uses that two of these levels may make of Wikipedia (or similar)?   (5 marks)

(c)   How are Business Intelligence Systems (BIS) and Decision Support Systems (DSS) used within a company?   (10 marks)

(Total 20 marks)

Question B10.

Checkland (1987) proposed CATWOE as a starting point for modelling activity systems.

(a)   Identify five of the component parts of CATWOE and indicate their respective roles.   (10 marks)

(b)   Draw a Rich Picture of a sales department which might help a manager who is thinking of expanding sales.   (5 marks)

(c)   How could a Rich Picture help a manger identify risk? (You **should not** discuss the meaning of risk).   (5 marks)

(Total 20 marks)
[Turn over]

Question B11.

Many traditionally based companies use a "bricks & mortar" store. Many newer companies are using a "clicks" business model.

(a) Describe the typical differences between these two approaches.

(5 marks)

(b) Why may some traditional "bricks" companies also be moving towards "clicks"

(5 marks)

(c) Irrespective of whether the company is bricks or clicks based. What are the fundamental uses of data mining, when used in conjunction with a Decision Support System (DSS)?

(10 marks)

(Total 20 marks)

Question B12.

Senators Paul Sarbanes and Michael Oxley were instrumental in producing a legal requirement for American companies to become more accountable (whether trading within the States or globally) following the Enron & WorldCom scandals.

(a) What was the basic idea of the Sarbanes Oxley Act?

(5 marks)

(b) What horizontal data flows within an organisation may have been impacted by the Sarbanes Oxley Act? (5 marks)

(c) Would you consider that cultural or social factors may have influenced the need for the Sarbanes Oxley (or similar) Act? Justify your responses.

(10 marks)

(Total 20 marks)

[Turn over]

Question B13.

Mobile telephones have become very sophisticated and offer many useful business services that have emerged, undreamed of a decade ago. These devices are having an effect upon many companies.

     (a)   How might a mobile telephone impact upon the supply chain in B2B environment?

(5 marks)

     (b)   Assume the decision to buy mobile telephones for employees involved in the supply chain will to be made shortly. Which of the three types of decision would this be? Justify your response.

(5 marks)

     (c)   Simon's (1960) model of decision making has four distinct stages.
               Describe the four stages and indicate whether this is a linear model.
(10 marks)
(Total 20 marks)

End of Examination