THE BRITISH COMPUTER SOCIETY

THE BCS PROFESSIONAL EXAMINATION
Diploma

SERVICE MANAGEMENT

23rd April 2002, 10.00 a.m.-12.00 p.m.
Answer FOUR questions out of SIX. All questions carry equal marks.
Time: TWO hours.

*The marks given in brackets are **indicative** of the weight given to each part of the question.*

1. *a)* Discuss the different facilities which are provided by Executive Information Systems (EIS) and Management Information Systems (MIS). **(12 marks)**

    b) Suggest, with reasons, which levels within a business organisation would utilise an EIS or a MIS to gain the advantages of each. **(13 marks)**

2. *a)* Describe briefly three of the eight data protection principles which form the basis of the 1998 Data Protection Act. **(12 marks)**

    b) Discuss in detail the impact of ONE of these principles, described in *a)*, on the way a computing service is run. **(13 marks)**

3. A 'travel company' which provides packaged holidays for their customers is considering the development of an Internet site in order to market their holidays.

    a) Contrast the advantages of writing the entire software for the site with the advantages of purchasing a general web-site and tailoring this general web-site to the company needs. **(12 marks)**

    b) Discuss how an Internet site can be used to add value to the products of the 'travel company', which needs to differentiate its services from the services provided by competitors. **(13 marks)**

4. *a)* Describe THREE techniques which a small company could use to provide in-house training for their office staff. All the office staff carry out clerical roles and they need to learn to use a new desktop operating system and new standard office products. **(12 marks)**

    b) Produce a plan which clearly demonstrates how you would introduce one of these techniques into the company, and describe three elements of the plan which would be critical to its success. **(13 marks)**

5. *a)* As the project manager responsible for the development and implementation of a new information system, discuss why you should consider involving the users throughout the process. **(13 marks)**

    b) From the users' viewpoint, discuss the merits of the three main methods used for implementing a new information system. **(12 marks)**

6. The organisation for whom you work has recently added Internet access to all the personal computers in the administration offices.

a) Describe three areas of concern which the senior management should consider regarding this new development. **(9 marks)**

b) For each concern which you described in *a)* above, provide a technical or organisational solution.

(16 marks)