THE BRITISH COMPUTER SOCIETY

THE BCS PROFESSIONAL EXAMINATION
Diploma

SERVICE MANAGEMENT

29th April 2003, 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.   The Managing Director (MD) of the company for whom you work, as the Head of IT, believes that his staff do not have confidence in the service provided by the Information Technology (IT) group. The MD has told you that this situation must be resolved.

   a)   Write a memorandum to the MD describing briefly how you will seek to improve the level of
          confidence in the IT group.   **(10 marks)**

   b)   Describe in detail THREE key exercises you will carry out in order to bring about the improvement in
          the level of confidence required by the MD.   **(15 marks)**

2.   A large Banking organisation has recently introduced mobile telephone banking and has projected that two million customers would take up this service within two years. However customers have not taken up this service as rapidly as the Bank intended.

   a)   Identify TEN social and technological issues that may have prevented the Bank from reaching its
          mobile telephone banking target.   **(10 marks)**

   b)   The Bank is negotiating a new five year contract with a telephone network provider to support the
          mobile telephone banking network. The network, of the current provider, only reaches 65% of the
          country. Discuss the issues which the Bank should consider when negotiating the network contract.
                                                                                   (15 marks)

3.   A number of additional staff have been employed to carry out standard commercial office tasks using networked personal computers. You are aware that several of the new staff have very limited experience of using personal computers.

   a)   Produce a training plan which will allow your company to bring all the new staff up to an effective
          level
          of IT literacy within the next month.   **(10 marks)**

   b)   The staff to be trained have very different learning backgrounds and therefore the plan should identify
          THREE different training techniques. State any resources that you would need to deliver the training.
                                                                                   **(15

marks)**

4. The Board of a large organisation has recently questioned the viability of maintaining an Information Centre to support the IT systems of the organisation.

    a) As the Manager of the Information Centre write a memo to the Board supporting the retention of the centre. **(10 marks)**

    b) Discuss how the Information Centre could support departments of the organisation in the use of its internal and external network facilities.

    (15 marks)

5. A report by an external auditor is highly critical of the way in which your organisation fails to manage software licences. The organisation, which has three hundred personal computers, is based on four sites all

of

    which are located within a large city.

    Produce a report to the chairman of the organisation outlining a method for handling software licences in the organisation. Your report should be in three sections as follows:
    a) Procurement. **(8 marks)**
    b) Management. **(9 marks)**
    c) Audit. **(8 marks)**

6. a) Discuss FIVE reasons why it may be considered essential for an organisation to implement an IS strategy. **(15 marks)**

    b) From your own experience provide examples to support TWO of the reasons discussed in *a)* above.
    (10 marks)