THE BRITISH COMPUTER SOCIETY

THE BCS PROFESSIONAL EXAMINATION
Professional Graduate Diploma

MANAGEMENT INFORMATION SYSTEMS

28th April 2004, 2.30 p.m.-5.30 p.m.
Answer THREE questions out of FIVE. All questions carry equal marks.
Time: THREE hours.

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

1. In the context of MIS developments, briefly describe:

    a) Application Service Providers (ASPs)   **(5 marks)**
    b) Data modelling   **(5 marks)**
    c) Data mining   **(5 marks)**
    d) Change management   **(5 marks)**
    e) The Software Capability Maturity Model   **(5 marks)**

2. You are a consultant who has been contracted to advise a commercial organisation on the development of an IS strategy. Prepare an initial report for the Board to:

    a) Explain the differences between operational, tactical and strategic planning.   **(6 marks)**

    b) Describe the fundamental issues that are central to IS strategy planning.   **(10 marks)**

    c) Describe how the competitive forces model could be used to assist IS strategy planning.   **(9 marks)**

3. Describe, with illustrative examples, the MIS you would provide to support each of the following business situations:

    a) Where two groups of managers, each group being in a different geographic location, wish to make a joint decision regarding a particular aspect of company operations without having to travel.   **(8 marks)**

    b) Where non-IT staff wish to have flexible and easy access to data from several aspects of company operations.   **(8 marks)**

    c) Where specialist staff, on behalf of a manager, want to run a simulation model on a regular basis, with the opportunity to perform "what-if" analysis.   **(9 marks)**

4. *a)* End-User Computing (EUC) is concerned with the direct use, and possible development, of a computer-based system by a non-computing professional. Discuss, with supporting examples, the advantages and disadvantages of EUC with respect to MIS development and use.   **(14 marks)**

    b) Describe what should be included in an MIS feasibility study report.   **(11 marks)**

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5. A company needs to hire a new MIS Manager. The job specification for this post highlights the following as essential knowledge for any suitable candidate to possess.

a) Knowledge of how the Internet can be used to support management. **(8 marks)**

b) Knowledge of Teleworking, and its advantages/disadvantages. **(9 marks)**

c) Knowledge of IT Outsourcing and when it is appropriate for MIS. **(8 marks)**

You are considering applying for this post. Write a report, which discusses each of the areas listed above, to convince the company that you possess the required knowledge.