

THE BRITISH COMPUTER SOCIETY

THE BCS PROFESSIONAL EXAMINATIONS BCS Level 6 Professional Graduate Diploma in IT

MANAGEMENT INFORMATION SYSTEMS

17th October 2007, 10.00 a.m.-1.00 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.*

Calculators are NOT allowed in this examination.

1. For **EACH** of the following MIS technologies, provide a brief description and using examples critically evaluate the business situations to which it is most suited.
 - a) Videoconferencing. **(7 marks)**
 - b) Executive Information System (EIS). **(9 marks)**
 - c) Rule-based Expert System (ES). **(9 marks)**

2. A company wishes to undergo a Business Process Re-engineering (BPR) activity with respect to its core business processes.
 - a) Explain why companies undertake a BPR activity, and what it might entail. **(10 marks)**
 - b) Discuss the extent to which MIS could be employed within the new business processes that result from a BPR activity. **(15 marks)**

3. Home Maintenance Direct, a mail order hardware organisation, has been able to expand its business by mailing details of special offers to selected customers and, by using a call centre, keeping them updated with telephone calls and emails. Although the organisation provides building supplies to private individuals at low prices, additional discounts are provided to registered builders. Whilst this approach has been successful, poor record keeping has resulted in staff becoming confused between the two types of customer and occasionally registered builders are charged the non-discounted price and become angry and complain.
 - a) Describe a type of package solution that could manage and store details of the various communications made with the customers. **(10 marks)**
 - b) Discuss the possible implications this package would have on other systems that store customer information. **(10 marks)**
 - c) Outline the management information that could be provided by such a package. **(5 marks)**

Turn over]

4. The new Chief Executive Officer (CEO) of a large international company is concerned by the number of MIS projects that either fail to deliver the expected benefits or exceed the original budget. The CEO seeks to reduce the risks inherent in large projects and wishes to introduce a method of formally evaluating developments which considers only tangible benefits. You have been engaged as an independent consultant to advise the CEO.
- a) Explain how the risks inherent in any large project could be minimised. **(5 marks)**
 - b) Using examples, argue why it is necessary for intangible benefits to be included when evaluating MIS projects. **(10 marks)**
 - c) Describe and give an example of a financial evaluation approach suitable for MIS developments. **(10 marks)**
5. It is a commonly held opinion that end-user computing increases corporate productivity.
- a) In the context of MIS, discuss the arguments for and against this statement. **(10 marks)**
 - b) Identify and describe five prerequisites of a successful end-user MIS. **(10 marks)**
 - c) Explain how the success of any end-user MIS could be measured a year after implementation. **(5 marks)**