

**BCS Higher Education Qualification**

**Professional Graduate Diploma**

**October 2022**

**EXAMINERS' REPORT TEMPLATE**

**Management Information Systems**

**Questions Report:**

<b>A1</b>	<b>Syllabus: Sections 1.5, 2.9, 4.3.</b> Several answers took the words "mobile transactions" and convert CRM to a mobile supported shopping / web page, and therefore had a very narrow focus.  There were some very high level answers without much detail or examples to back up the candidates comments. It is clear most knew (70% passed this question) about CRM but with an average mark of 44% its shows a lack of knowledge.  A lot of answers read like CRM is a help desk plus or is purely focused on sales.  I would suggest looking at (and these are all vendors selling CRM so should be read with that mindset)  <a href="https://www.oracle.com/uk/cx/what-is-crm/">https://www.oracle.com/uk/cx/what-is-crm/</a> <a href="https://dynamics.microsoft.com/en-us/crm/what-is-crm/">https://dynamics.microsoft.com/en-us/crm/what-is-crm/</a> <a href="https://www.salesforce.com/crm/what-is-crm/">https://www.salesforce.com/crm/what-is-crm/</a>
<b>A2</b>	<b>Syllabus Coverage: 3.1, 3.2 and 3.3</b> The least attempted question on the paper and this may be down to a lack of understanding as to what BSC is.  Candidates attempted reasonable answers to SWOT, but the marking scheme slightly confused me at first as the answer text adds up to higher scores, but one of the 5 marks was split between Ai and Aii.  Very few attempts at Aii which has resulted in a low average marks and few candidates attempting it.  The syllabus clearly states Balance Scorecard as part of the indicative content so candidates should have had knowledge of this to use in their answers.  Gantt charts appear to be presented as if they are bar charts, a large percentage of the drawn examples were not Gantt charts but stylised bar charts.  The answers for WBS were varied. Some looked like ELHs.  The answers for part B tended to be note dumps on the two techniques and did not cover the "key differences" part of the question.
<b>A3</b>	<b>Syllabus: 4.1 &amp; 4.2, 2.8 &amp; 2.10).</b> Parts of this question remained unanswered.

	<p>It is unclear if the candidates understood the phrase “information management tools and / or applications”.</p> <p>A number of answers for Part A were focused on migration to the cloud or enhance use of Microsoft Office tools.</p> <p>Very few addressed the “prides itself on the way it avoids traditional information infrastructure” and proposed traditional IS.</p> <p>There was an imbalance in the size of answers. Part B, which was worth less, has on the whole the longest answers.</p> <p>Part B was probably better addressed in terms of the company growing, but again all proposed traditional IS.</p>
<b>B4</b>	<b>Syllabus Coverage: 2.3, 2.4 and 2.10</b>
	<p>I think candidates were confused by the phrase Office Information Systems and assumed it referred to standard Microsoft office, and therefore referred excel and word, and not the collaborate tools.</p> <p>Very few candidates had any knowledge of early GDSS or groupware. Some showed that they understood anonymous voting etc but there were very few answers discussing shared media spaces, async v sync meetings and discussions, document collaboration / joint development and issues associated with that etc.</p> <p>Very few candidates when referring video conferences / online meetings explored issues with etiquette, different time zones, broadband issues or the meeting being reliant on the person with lowest hardware spec.</p> <p>There was limited arguments and discussion.</p>
<b>B5</b>	<b>Syllabus coverage: 4.4, 2.1 to 2.7</b>
	<p>97% attempted a question on Social Media (SM), perhaps highlighting their use of SM and not their understanding on how SM can be used by an organisation to grow that business.</p> <p>Part A – most candidates scored full marks.</p> <p>Part B - Key features of SM. Most answers defined what Facebook is and answers primarily focused on the functionality of a basic Facebook user.</p> <p>Part C – candidates did not score highly.</p> <p>Few candidates understood the MIS provision part of the question and discuss how Facebook functions.</p> <p>The majority of the answers discussed SM from a user rather than an organisation perspective and therefore were awarded limited marks.</p>