

BCS THE CHARTERED INSTITUTE FOR IT

BCS HIGHER EDUCATION QUALIFICATIONS
BCS Level 6 Professional Graduate Diploma in IT

MANAGEMENT INFORMATION SYSTEMS

Thursday 6th October 2022 – Afternoon

Answer **any** THREE questions out of FIVE. All questions carry equal marks.

Time: THREE hours

Answer any **Section A** questions you attempt in **Answer Book A**
Answer any **Section B** questions you attempt in **Answer Book B**

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

Calculators are **NOT** allowed in this examination.

Section A
Answer Section A questions in Answer Book A

A1.

Customer Relationship Management systems (CRMs) are a traditional, well-understood element of the corporate information infrastructure. However, many organisations still fail to get maximum benefit from them. This can lead to instances of poor customer service, which can generate bad publicity on social media.

- a) Discuss **THREE** essential characteristics of a successful CRM in the age of mobile transactions. **(12 marks)**
- b) Using examples you have studied or worked with, show how the failure or absence of **ONE** of these characteristics can cause significant difficulty to an organisation. **(13 marks)**

A2.

- a) With the aid of suitable examples and diagrams, outline the key features of EACH of the following strategic planning techniques and how the technique can be used to identify key MIS development projects.
- i) SWOT analysis
- ii) Balanced Score Card (BSC). **(16 marks)**
- b) Outline the key differences between a Work Breakdown Structure (WBS) diagram and a Gantt Chart, and evaluate their usefulness to the management of contemporary MIS development projects. **(9 marks)**

A3.

A start-up technology company, which is two years old and employs 30 people, prides itself on the way it avoids traditional information infrastructure and management practices. They have asked you, as an MIS Consultant, to specify the minimum set of information management tools and/or applications which will keep their operations effective and legal.

- a) In a report to the company, describe and justify your lowest-impact solution which would meet their requirements. **(15 marks)**
- b) Discuss the extent to which this solution would need to be developed further if the company grew to twenty times its current size. State any assumptions that you make within your answer. **(10 marks)**

Section B
Answer Section B questions in Answer Book B

B4.

Group Decision Support Systems (GDSS) are no longer large and physically-isolated applications, but have become essential and integrated components of contemporary Office Information Systems (OISs).

Discuss the meaning of this statement and the extent to which you agree with it. Support your answer with suitable real-life examples and diagrams.

(25 marks)

B5.

- a) Describe what is meant by 'social media'. **(2 marks)**
- b) Highlight the key features you would expect to find in a social media application. **(6 marks)**
- c) Discuss the impact that social media applications are having on MIS provision. **(17 marks)**

Illustrate your answers with supporting real-life examples whenever possible.

End of Examination