

BCS THE CHARTERED INSTITUTE FOR IT

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

MANAGEMENT INFORMATION SYSTEMS

Monday 21st March 2016 - Afternoon
Time: THREE hours

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

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. Your organisation, a retail company specialising in consumer electronics, wishes to replace the existing management information system (MIS) it uses for online sales reporting. The aim is to provide users with a seamless service over a variety of web clients and platforms.
- a) Discuss THREE design considerations which will be critical to the success of this ambition. **(12 marks)**
- b) Write a report which introduces non-technical Board members to the concept of the new MIS information system and explains how it will be designed to ensure the system is successful. **(13 marks)**
- A2. You are the newly appointed Project Director of a company which has operated in the IT industry for nearly 50 years. When you take up your post, you are surprised to find that the organisation does not use one of the standard project management methodologies but, instead, relies on a series of processes developed in-house over several decades.
- With the aid of THREE specific examples, discuss whether or not you should seek to change the policy of the organisation and move to a standard project management methodology. **(25 marks)**
- A3. Customer Relationship Management (CRM) systems are a key component of the information infrastructure for many organisations.
- a) Discuss THREE essential requirements of a successful CRM. **(12 marks)**
- b) With reference to examples you have studied or are familiar with, show how the failure or absence of ONE of these requirements can cause significant difficulty to an organisation. **(13 marks)**

Section B

Answer Section B questions in Answer Book B

- B4. According to Turban et al. (2011), Business Performance Management (BPM) can be seen to be the convergence of Corporate Strategic Planning and Business Intelligence (BI).
- a) Provide an overview of the key steps within a Corporate Strategic Planning process, identifying any strategic planning techniques that could be employed.
(15 marks)
- b) Describe a suitable BI system that could be used directly by a senior manager to monitor company progress towards achievement of its corporate strategic plan. Include in your description an overview of its possible architecture and how the relevant information could be presented to the senior manager.
(10 marks)
- B5. Discuss the key similarities and differences between **EACH** of the following pairs of MIS-related concepts:
- a) Enterprise Resource Planning (ERP) data repository and Data Mart.
(7 marks)
- b) Decision Support System (DSS) and Group Decision Support System (GDSS).
(6 marks)
- c) Data mining tool and On-Line Analytical Processing (OLAP) tool.
(7 marks)
- d) Software as a Service (SaaS) and virtual organisation.
(5 marks)