

Ollscoil na hÉireann, Gaillimh

National University of Ireland, Galway

SUMMER EXAMINATIONS 2000

SECOND COMMERCE EXAMINATION

INFORMATION SYSTEMS FOR MANAGERS (MS203)

Professor R. O'Callaghan

Professor J. F. Collins

Dr. W. Golden

Time Allowed: TWO HOURS

Candidates are required to answer Question One in SECTION A and two other questions from SECTION B

All questions carry EQUAL marks

SECTION A

Question 1

The managing director of a medium sized enterprise wishes to initiate strategically focused IS planning in her company. To date very little IS planning has been conducted and she is wondering what is the best IS planning methodology for her company to use.

She has asked you to compare and contrast the alternative planning methodologies available and to make a recommendation as to what planning methodology or methodologies she should use.

Please Turn Over the Page

SECTION B

Question 2.

Information Systems and Information Technology can either enable or prevent business objectives which it does depends on the extent to which the IS/IT resource is understood and managed.

Discuss this statement. In your answer you should discuss the linkages between IS strategy and business strategy.

Question 3.

The managing director of a large retail company has become increasingly concerned over the last number of months that his company is not using IS/IT strategically. In order to rectify this situation he wants to stimulate discussion among his top managers on potential areas where IS/IT could be used strategically within his company. He has asked you to prepare a report that outlines appropriate frameworks and case studies that might stimulate such a discussion.

You are required to prepare the report.

Question 4.

In today's competitive marketplace there is a need to create information systems that are flexible.

Discuss this statement. In your answer you should highlight appropriate ways in which firms can design more flexibility into their computer systems.

Question 5.

The way in which IS investments are evaluated and appraised should be different to traditional investment appraisal.

Discuss this statement. In your answer you should conclude whether you agree or disagree with the above statement.