

Ollscoil na hÉireann, Gaillimh

THE NATIONAL UNIVERSITY OF IRELAND, GALWAY

SUMMER EXAMINATIONS 2000/2001

MASTER OF INFORMATION TECHNOLOGY

MANAGEMENT DECISION SYSTEMS (MS504)

Professor R. O Callaghan

Professor J.F. Collins

Dr. M.J. Fahy

Time Allowed : Two and a Half Hours

Candidates are required to answer three questions. All questions carry equal marks.

Question 1.

In the past the contribution of Enterprise Resource Planning (ERP) systems has been largely confined to improving the efficiency of firms operating processes. In the past eighteen months however ERP vendors have begun to extend the scope of their systems to include so called “Strategic Enterprise Management” capability. Prepare a short briefing memorandum for the management of a large Financial Services organisation on the following issues.

The nature of Strategic Enterprise Management Systems and their relationship to traditional ERP software

13 Marks

The type of functionality which SEM software offers including their extensive use of data warehousing technologies

15 Marks

Other relevant issues

5 Marks

Question 2

As part of a major restructuring arising from its separation from its parent accountancy firm a large consultancy organisation is in the process of re-assessing its approach to delivering services to clients. The firm specialises in providing advice to large multinational companies, particularly in the areas of IS strategy and E-business application integration. The firm has rationalised its world wide network of 300 offices and nearly 8,000 staff to a situation where it now employs approximately 6,000 staff in 200 locations. As a result of the rationalisation the firm is keen to use knowledge management technologies such as Intranets to leverage the expertise of staff in different locations. In particular the firm feels that it can offer clients a better service by creating virtual problem solving teams based in different locations using the Internet.

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Question 2 cont'd..

As part of its strategy for implementing a knowledge management infrastructure it has retained you to advise the firm. In particular it has asked you to host a briefing for senior consultants in the firm outlining the potential contribution, which knowledge management technologies can make. In particular you have been asked to comment on the following issues;

The nature of knowledge management and the challenges it presents to the firm in question.

15 Marks

The types of knowledge management technologies which are available.

12 Marks

Critical success factors in deploying knowledge management technologies in a world wide organisation such as this.

8 Marks

Question 3

The Managing Director of a large multinational electronics firm has recently announced that the company intends to embark on data warehousing project. In preparation for this the plant manager of the local manufacturing operation here in Ireland has asked you to prepare a short report on data warehousing for the senior management team. Your report should address the following issues;

The fundamental features of a data warehouse.

10 Marks

The benefits and the risks associated with data warehouses and

13 marks

The types of end user information access tools which are suited to the data warehouse environment.

10 marks

Question 4

The Managing Director of a large multinational chemical company has recently announced to staff in its fifty operating sites world wide that the company intends to embark on an ERP implementation project. A team of consultants from a large consulting company will be visiting each site during the next six months to help sites put in place the technology and procedures to support a proactive ERP deployment programme. In preparation for this the plant manager of the local manufacturing operation here in Ireland has asked you to prepare a short memorandum on ERP systems for the senior management team. Your memorandum should address the following issues

The nature of Enterprise Resource Planning Systems (such as SAP, Oracle and Peoplesoft).

13 marks

The type of functionality you would expect to find in a typical ERP system

10 Marks

The risks and drawbacks associated with implementing ERP systems in large geographically dispersed organisations

10 Marks

Question 5

Write a short note on **one** of the following ;

Data Mining and its importance in the E-Business era.

Information Systems to support the Marketing function including Customer relationship management.

Manufacturing Information Systems

33 Marks