

Ollscoil na hÉireann, Gaillimh

National University of Ireland, Galway

WINTER EXAMINATIONS 2001

EVENING COMMERCE EXAMINATION

INFORMATION SYSTEMS FOR MANAGERS (MS401)

**Professor B. O'Keefe
Professor J. F. Collins
Mr J.P. Brown**

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.

Information technology provides the opportunity for organisations to create strategic information systems - systems that shape the competitive strategy of an organisation.

Discuss this statement. In your answer you should support your arguments by referring to case studies where appropriate.

Please Turn Over the Page

SECTION B

Question 2.

The management of the IS function has become an increasingly important issue for firms. One such management issue is - the location of the IS function within the organisation. There are a number of options to choose from – each appropriate in certain organisational settings.

Discuss this statement. In your answer you should outline and discuss the different IS location schemas' and indicate the most appropriate organisational structure for each individual schema.

Question 3.

The amount of money being invested annually by companies in IS/IT continues to increase. As such, it has become extremely important that management be able to analyse the investments that they make in IS/IT.

Compare and contrast the different Investment analysis techniques, which might help management to better analyse their IS/IT investments.

Question 4.

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 5.

The chief information officer of a medium sized manufacturing company has been instructed by top management to create an IS plan for the organisation.

She has asked you to prepare a report, which compares and contrasts the main IS planning methodologies that she might consider using.

You are required to prepare the report.

OLLSCOIL NA hÉIREANN, GAILLIMH

National University of Ireland, Galway

Semester One Examinations, 2001/2002

Bachelor of Commerce - Final Year

INTERNET AND MULTIMEDIA DEVELOPMENT (MS312)

Professor B. O'Keefe

Professor J. F. Collins

Mr. M. A. Lang

Time allowed: **TWO** hours

Candidates are required to answer **THREE** questions

All questions carry **EQUAL** marks.

-
1. The development of hypermedia information systems raises significant challenges for systems developers, in so far as hypermedia systems are fundamentally different from "traditional" systems and present new difficulties.

Critically discuss this statement.

33 marks

(Suggested time: 35 minutes)

-
2. Web and multimedia systems design involves the collaborative work of many individuals with diverse specialised skills. Discuss the implications of this, in terms of how the development process is managed and co-ordinated.

33 marks

(Suggested time: 35 minutes)

-
3. Bandwidth, network congestion, and computer processing power persist as significant hindrances to the delivery of Web-based television-quality multimedia. Describe the main technologies and data formats for delivering animation, sound, video, and three-dimensional (3D) media objects via the Web. In your answer, you should refer not just to current technologies but also to emerging and future trends.

33 marks

(Suggested time: 35 minutes)