

Ollscoil na hÉireann, Gaillimh

National University of Ireland, Galway

Autumn Examinations 2002

**SECOND COMMERCE EXAMINATION
EVENING COMMERCE EXAMINATION**

INFORMATION SYSTEMS FOR MANAGERS - ISM (MS203) & (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.

A recently appointed managing director of a medium sized enterprise is concerned that the company is not using IS strategically. She has no background in IS and would like to get an understanding of the strategic use of IS within firms. In order to obtain an initial awareness of the area she has asked you to prepare a report, which uses case studies that demonstrate that **Strategic Information Systems (SIS)** have been deployed successfully in companies.

You are required to prepare the report, which outlines and discusses appropriate case studies.

SECTION B

Question 2.

A criticism that has often been levelled at information systems is that they are inflexible. In particular information systems have difficulty in responding to changes.

Discuss this statement and outline ways in which information systems could be designed and constructed with more inbuilt flexibility.

Question 3.

Outline and discuss the main management aspects involved in implementing an information technology strategy for an organisation.

Question 4.

Evaluating the costs and benefits of information technology is currently a major issue for senior general managers.

Discuss the main IT evaluation techniques that are available to general managers. In your answer you should outline the strengths and weaknesses of the different IT evaluation techniques.

Question 5.

Several approaches to strategic planning for the information needs of the organisation have been proposed in recent years. Select the approach, which you consider to be the most useful and outline its advantages over the other approaches.