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<th><strong>Module Title:</strong> Management Information Systems</th>
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<td><strong>Module Code:</strong> INFO 7009</td>
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<td><strong>School:</strong> Business</td>
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<td><strong>Programme Title:</strong> Bachelor of Business in Management – Award</td>
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<td><strong>Official Code:</strong> BMMNT_7_Y3</td>
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<td><strong>External Examiner(s):</strong> Mr. John Casey</td>
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<td><strong>Internal Examiner(s):</strong> Finbarr Sheehan</td>
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<td><strong>Instructions:</strong> Please answer question 1 plus <strong>two</strong> other questions. Please complete multiple choice answer sheet attached and return it with your answer book.</td>
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<td><strong>Duration:</strong> 2 hours</td>
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<td><strong>Sitting:</strong> Winter 2008</td>
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**Requirements for this examination:**

**Note to Candidates:** Please check the Programme Title and the Module Title to ensure that you are attempting the correct examination. If in doubt please contact an Invigilator.
Q. 1 (a) (Compulsory)

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

1) The ultimate end product of the new ways of conducting business electronically is:
   A) the extinction of the traditional bureaucracy.
   B) more government oversight.
   C) the digital firm.
   D) a more complicated tax structure.

2) The use of the Internet and digital technology to execute all of the activities in the enterprise is referred to as:
   A) electronic commerce.  B) digital processes.

3) Experts believe that _______ percent of travel sales will be online within a decade.
   A) 30 to 40  B) 10 to 30  C) 40 to 50  D) 50 to 70

4) Information is:
   A) the best form of knowledge.
   B) the way we analyze problems.
   C) the accumulation of raw data.
   D) data shaped into meaningful form.

5) A broad-based understanding of information systems that includes behavioural knowledge about organizations and individuals using information systems as well as technical knowledge about computers is called:
   A) management literacy.
   B) technology literacy.
   C) computer literacy.
   D) information systems literacy.

6) Secretaries, bookkeepers, or clerks are called:
   A) knowledge workers.  B) information specialists.
   C) service workers.  D) data workers.

7) The principal purpose of _______ is to answer routine questions and to track the flow of transactions through the organization.
   A) management-level systems
   B) strategic-level systems
   C) operational-level systems
   D) knowledge management systems

8) _______ systems often answer "what-if" questions.
   A) Operational-level  B) Knowledge management
   C) Strategic-level  D) Management-level
9) The principal concern of these information systems is to match changes in the external environment with existing organizational capability:
   A) management-level systems.
   B) knowledge management systems.
   C) operational-level systems.
   D) strategic-level systems.

10) Decisions that are unique, rapidly changing, and not easily specified in advance are best suited to this type of system:
    A) transaction processing.     B) executive support.
    C) management information.    D) decision-support.

11) These systems employ the most advanced graphics software and can present graphs and data from many sources:
    A) transaction processing systems.
    B) executive information systems.
    C) decision-support systems.
    D) management information systems.

12) Order processing, market analysis, and pricing analysis are examples of:
    A) finance and accounting information systems.
    B) sales and marketing information systems.
    C) enterprise application information systems.
    D) manufacturing and production information systems.

13) When a firm provides a specialized product or service for a narrow target market better than competitors, they are using a:
    A) focused differentiation strategy.
    B) value web strategy.
    C) product differentiation strategy.
    D) customization strategy.

14) The cost of acquiring a new customer has been estimated to be _______ times that of retaining an existing customer.
    A) seven  B) three  C) six  D) five

15) An information system can enhance core competencies by:
    A) allowing operational employees to interact with management.
    B) encouraging the sharing of knowledge across business units.
    C) creating educational opportunities for management.
    D) providing better reporting facilities.

16) The _______ model is used to describe the interaction of external influences, specifically threats and opportunities that affect an organization’s strategy and ability to compete.
    A) environmental conditions  B) competitive forces
    C) strategic transitions  D) network economics
17) Which of the following is not one of the competitive forces?
   A) suppliers  B) other competitors
   C) customers  D) external environment

18) This traditional model assumes a relatively static industry environment, relatively clear-cut industry boundaries, and a relatively stable set of suppliers, substitutes, and customers, with a focus on industry players in a market environment:
   A) Porter’s generic strategy model.
   B) Porter’s value chain model.
   C) Porter’s competitive forces model.
   D) Porter’s model of diminishing returns.

19) Internet technology is providing the infrastructure for electronic business because:
   A) the emergence of the digital firm has created so many new markets.
   B) it is less complex than traditional infrastructures.
   C) it is easier to understand.
   D) its technology and technology standards can be used to make information flow seamlessly throughout the organization.

20) Businesses retailing products and services directly via the Internet to individual consumers best describes:
   A) consumer-to-consumer electronic commerce.
   B) business-to-business electronic commerce.
   C) mobile commerce.
   D) business-to-consumer electronic commerce.

21) The moral dimensions of the information society:
   A) are geographically and politically biased.
   B) are “quality of life” issues.
   C) cut across individual, social, and political levels of actions.
   D) are covered by existing laws and customs in most countries.

22) The use of computers to combine data from multiple sources and creating electronic dossiers of detailed information on individuals is called:
   A) invasion.  B) spamming.
   C) safe harbour.  D) profiling.

23) Advances in data storage techniques and rapidly declining storage costs have:
   A) doubled every 18 months.
   B) made routine violations of privacy cheap and effective.
   C) made universal access possible.
   D) doubled humanity’s knowledge.
24) Ethics is a concern of humans who:
   A) deal with the feelings of others.
   B) have a religious belief.
   C) have freedom of choice.
   D) are civilized.

25) Accepting the potential costs, duties, and obligations for the decisions you make is referred to as:
   A) accountability.  B) responsibility.
   C) due process.  D) Liability.  

(25 marks)
Q1
(b) Evaluate the contribution of information systems in helping organisations survive in an economic downturn, demonstrate the management challenges involved, use examples to support your answer. (15 marks)

Q2
Information systems can be used to achieve strategic advantage over traditional type industries. Demonstrate how Porter’s competitive forces model can be used by senior managers to identify strategies at the industry level. (30 marks)

Q3
Using examples, evaluate the role of ebusiness in small and medium sized enterprises (SME’s) in Ireland for creating competitive advantage. (30 marks)

Q4
Identify the five moral dimensions of the information age. Evaluate the key technology trends that raise ethical issues and the implications for management. (30 marks)