Management Information Systems
(Time: 3 Hours)

Question 1

(a) Describe briefly the work carried out by the systems analyst during each phase of the
development life-cycle?

(15 Marks)

(b) What skills and qualities must a systems analyst possess?

(5 Marks)

Question 2

a) Describe some of the economic advantages and applications of M-Commerce?

(5 Marks)

b) Outline the principal electronic payment systems used on the Internet?

(10 Marks)

c) Identify some Intranet applications for E-Commerce?

(5 Marks)

Question 3

a) Identify the benefits of Outsourcing for firms?

(4 Marks)

b) “Externally acquired systems should be evaluated to ensure that they provide the
organisation with positive outcomes” Discuss.

(10 Marks)

c) Outline the criteria for selecting an ASP vendor?
Question 4

(a) “Organisations are using Artificial Intelligence technology to capture individual and collective knowledge and to codify and extend their knowledge base. (Laudon 2004)”
Discuss. (10 Marks)

(b) Identify the challenges of Knowledge Management Implementation? (7 Marks)

(c) Provide three examples of data mining applications? (3 Marks)

Question 5

(a) “The Value Chain model highlights specific activities in the business where competitive strategies can best be applied and where information systems are most likely to have a strategic impact?” (Porter, 1985). Discuss. (10 Marks)

(b) Discuss the impact of the Internet on Competitive Forces & Industry Structure? (5 Marks)

(c) What is meant by the term Value-Web? (5 Marks)

Question 6

(a) Discuss the characteristics and capabilities of Group Decision Support Systems (GDSS).
Outline the components of Group Decision Support Systems and the tools used in these systems? (12 Marks)

(b) Outline how Decision Support Systems help firms in Customer Relationship Management? (8 Marks)

Question 7

“The threat of both internal and external security breaches is of concern to all Irish firms but this can be combated by taking precautions and having procedures in place.” Discuss.