UNIVERSITY OF LONDON

CENTRE FOR FINANCIAL AND MANAGEMENT STUDIES

MSc Examination
Postgraduate Diploma Examination
for External Students

91DFMC376

Management Information in Business

Specimen Examination

This is a specimen examination paper designed to show you the type of examination you will have at the end of this module. The number of questions and the structure of the examination will be the same but the wording and the requirements of each question will be different. Best wishes for success on your final examination.

The examination must be completed in THREE hours.

Answer **THREE** questions.

The examiners give equal weight to each question; therefore, you are advised to distribute your time approximately equally between three questions.

PLEASE TURN OVER

Answer **THREE** questions.

1. Answer both parts of this question.

   a) Discuss the difference(s) between data, information and knowledge.

   b) Propose a type of software application that specialises in a) data collection, b) data analysis and c) knowledge generation.

2. What are the three (3) main benefits and three (3) main drawbacks of SLEPT analysis? Illustrate your answer with an example of a business that wants to go online to provide spare parts for iPad® tablets and wants to use the name 'iSpare'.

3. A small company is thinking of implementing a customer relationship management (CRM) system. Suggest two (2) options (one cheap, one more expensive), with two (2) benefits and potential difficulties for each.

4. As an information manager, you are tasked with improving the online service portal of your organisation. You are going to allow customers of your business to renew or change their service contracts every three months.

   Propose a method (a series of steps) to diagnose the existing process and develop a solution. You will also need to use systems thinking elements to elicit requirements and ensure that the projects you formulate are aligned to the corporate strategic thinking.

5. What should be the role(s) of information systems in the supply chain? Discuss your answer in relation to particular problems faced by organisations involved as supply chain participants.

6. Define what e-procurement is and describe in detail three (3) features that a portal for e-procurement will have for both suppliers of supermarkets and supermarket managers. You can use an example in your answer.

7. How can a CRM system help an organisation improve their sales? Explain the answer with an example.

8. For business organisations, what are two advantages and two disadvantages of developing and managing technology solutions in-house rather than outsourcing them.

[END OF EXAMINATION]