FINAL SEMESTER
SECOND SEMESTER SESSION 2011/2012

COURSE CODE / NAME : STID4073 INFORMATION STRATEGIC PLANNING
DATE : 1 JUNE 2012 (FRIDAY)
TIME : 9:00 – 11:30 am. (2½ HOURS)
VENUE : DSB K. MAS

INSTRUCTION :
1. This exam paper contains TWO Sections. Section A contains SEVEN (7) structured questions and Section B contains TWO (2) Case Studies in FOUR (4) printed pages, excluding the cover page.
2. Answer ALL QUESTIONS on the answer booklet provided.
3. You are NOT ALLOWED to remove the exam paper from the examination hall.

MARTIC NO: ___________________________ (with word)

( with number )

IDENTIFICATION CARD NO: ___________________________

LECTURER: ___________________________

GROUP: ___________ TABLE NO: ___________

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SECTION A: STRUCTURED QUESTIONS (60 MARKS)

1. Name and explain the THREE (3) main planning activities involved in information systems planning. (6 marks)

2. List at least FIVE (5) different possible decision outcomes of project development. (10 marks)

3. List FIVE (5) different reasons for permanent improvement of Information Systems planning. (10 marks)

4. Identify and briefly explain the evaluation criteria when classifying and ranking projects. (12 marks)

5. Identify and describe the FOUR (4) factors that are included in IT architecture. (12 marks)

6. Discuss the differences between System Development Life Cycle (SDLC) and Zachman Enterprise Architecture approach. (5 marks)

7. Explain FIVE (5) sources of Critical Success Factors (CSF). (5 marks)
SECTION B: CASE STUDY (40MARKS)

CASE ONE: IBM Launches Server Remanufacturing Center in China

Read the case below and answer the following questions.

IBM announced the opening of a new server remanufacturing center in China to extend the life of older IT equipment that otherwise would go into landfills. The new center, located in Shenzhen, will help reduce the impact of e-waste on the environment. IBM will also buy back select IBM Power Systems from clients as they upgrade to new IBM equipment.

IBM said the new facility expands the company’s global remanufacturing and refurbishment operations in Australia, Singapore, Japan, Brazil, Canada, France, Germany and the United States. The Shenzhen facility will initially remanufacture hundreds of midrange IBM Power Systems, which are reconditioned, tested and certified using rigorous processes and original manufacturing standards, or rebuilt to meet specific customer requirements. The facility will rapidly expand to remanufacture 100,000 PCs and low-end and midrange IBM and non-IBM servers per year by 2014. According to IDC, the used equipment market in China is forecast to reach $25 billion by 2014, with more than two-thirds forecast for used low-end, midrange and high-end servers and PCs alone.

IBM’s remanufacturing center is a positive initiative in a country known for e-waste. Guiyu, China, is known as the country’s electronic waste village and is a dumping ground for discarded electronic equipment from around the world; almost 80 percent of the discarded electronics come from outside China.

“The demand for IT products in emerging markets is growing; however, not all businesses want to purchase new products,” Richard Dicks, general manager of IBM Global Asset Recovery Services, said in a statement. “As the first IT provider licensed by the government to remanufacture servers on mainland China, IBM can help clients affordably acquire IBM Certified Pre-owned Equipment locally to supplement and support their IT operations while helping the environment.”

For nearly 30 years, IBM Global Asset Recovery Services has provided clients with an environmentally responsible approach to managing older and end-of-life IT equipment, the company said. The company takes back IBM and non-IBM equipment at end of lease or when a client decides to upgrade in mid-lease. In addition to remanufacturing and certifying equipment, IBM Global Asset Recovery Services handles complete removal and dismantling of unwanted or end-of-life IT products, preventing, on average, 97 percent of the weight of equipment it processes from going into landfills.
IBM said China represents a promising opportunity for IBM Certified Pre-owned Equipment, especially for small and midsized businesses that want to lower IT costs, or for clients that need to meet short-term IT project requirements, find emergency replacements or expand existing IBM infrastructure when a specific model is no longer in production. IBM Global Asset Recovery Services is a unit of IBM Global Financing, a technology financier with $36 billion. Created in 1981, IBM Global Financing operates in 50 countries.

Questions for Case One: Answer ALL.

a. What would be the most suitable mission for IBM? (2 marks)
b. What would be the most appropriate goal for IBM? (2 marks)
c. What would be the most suitable objective for IBM? (2 marks)
d. Identify the probable problems that IBM might face? (4 marks)
e. Relate the FIVE (5) classifications of strategic thrust by Wiseman to the above case study. (10 marks)

CASE TWO: Knowledge Application

Read the below scenario and answer the questions that follow.

Request For Proposal

UUMHostel Sdn Bhd is requesting proposals for a software program to help manage the functions of UUM Hostels. Formed in 1986, the UUMHostel has 10 Hostels located both within and outside Sintok campus.

UUMHostel provides accommodation for all eligible students of Universiti Utara Malaysia. UUMHostel will like to administer a software system that that would aid facility management, risk management, financial, and administrative services for all students using UUMHostel facilities. The UUMHostel system provides coverage for property damage, bodily injury, personal injury and errors and omissions. It also provides coverage for buildings, contents, and automobile physical damage.

UUMHostel project goal is to select a system developer that provides software package that will enhance the services we provide to our members and external contacts. We prefer a web-based program that will provide secure, reliable access, integrate our accounting functions, and include exposure and risk management audit data to improve the efficiency and quality of our analysis.
STID4073 INFORMATION STRATEGIC PLANNING

This project firstly aims at improving the efficiency of claims administration by integrating deductible billing and streamlining processing of routine claim functions. Secondly, to improve quality and efficiency of reporting by integrating exposure and claim data, standardizing claim coding and reports, and identifying trends.

Question

a) You are invited to submit a proposal to provide a Management Information System to the UUMHostel Sdn Bhd, identify and justify the sources that necessary data can be gathered. (10 marks)

b) What are major evaluation factors that a business should consider before acquiring proposed hardware, software, or IT services? (10 marks)

END OF QUESTIONS