Answer question Q.1. AND any TWO other questions. Question 1 carries 40 marks. All other questions carry 30 marks each.
Q1. Ouzel Solutions Ltd. was established in Dublin in 2005 to provide IT solutions to the cargo shipping sector. The company has grown significantly since its foundation and has established two mainland European branches to cope with its growing business in the regions. However, this growth has been largely unplanned and management are conscious that they need a more formal approach for the coming years. To address this situation the Directors have now decided to prepare a Company Strategic Plan. As an IS professional you have been invited to advise senior management on their new IT strategy.

(a) Using an appropriate conceptual model for aligning business and technology, discuss the key elements or issues that you would advise management to address as part of their new IT strategy.

(b) Conscious that Ouzel Solutions Ltd will probably experience a series of crisis as it evolves, explain how Greiner’s model of organisational growth might be used in this context.

Q2. (a) Technology, Information Systems and the Internet have created new opportunities for business to create new products and achieve competitive advantage. Explain, with the aid of a suitable diagram, how people, the organisation, and technology contribute to this situation.

(b) It is suggested that in addition to people, organisation, and technology that the PESTLE analysis model indicates further topics that management must consider.

How would you extend your diagram in part (a) to include these further topics.

Turn Page
Q.3. Developments in technology during the past two decades have had significant ethical and social impact.

Discuss how this has impacted:

i. Employees

ii. Customers

iii. The broader community. 

(10 marks each)

Q.4. (a) The Internet has become an essential business communications channel. However, this has generated extensive controversy about security.

i. In your experience, is this justified or is it simply security vendors creating fear among the business community? 

(9 marks)

ii. Explain the steps, if any, that an online retailer should take to secure organisational systems and insure business continuity?

(5 marks)

(b) Measurement is used in the context of IS/IT for prediction, control, and assessment.

Discuss the challenges and benefits that this presents in:

An accredited software development company

or

An IS/IT customer support helpdesk

or

An eCommerce organisation. 

(16 marks)