

### **13.3 Essay test Mark Scheme**

*A long-standing national chain of shoe shops has built up its information systems one at a time, and without an overall plan. It is now having difficulty in getting these systems to work together effectively and has therefore decided to create a Corporate Information Systems Strategy.*

*Discuss the influence of the following factors when planning a Corporate Information Systems Strategy:*

- *the structure of the organisation;*
- *information flow around the organisation;*
- *personnel in the organisation.*

*The Quality of Written Communication will be assessed in your answer.*

*(20 marks)*

Continuous prose is expected for this answer. *Discuss* is the question, so each point made must be full, not just a single word/phrase. Mark as **O**, **F** or **P** for three bullets. A full explanation/description gets an extension mark (**Oe**, **Fe** or **Pe**) . *no more than 6 marks awarded in each section to a maximum of 16 content marks.*

**O** . organisation structure

- Organisational shape (hierarchical, flat etc)
- Functions in the organisation
- Organisational size (single site/national/international)
- Centralised/Distributed management
- Levels of personnel or task
- Different levels need different tasks
- Business objectives

**F** . information flow .

- Formal methods
- Informal methods
- Planning and decision making methods
- Examples of information flow
- Effects of legislation on flow

**P** . people

- Behavioural factors
- Attitudes/personalities
- Motivation/leaders
- Working in teams
- Ability to adapt to change
- Skills of staff (Training needs)
- Levels of personnel (can be given here as an alternative to O)

1 – 4 marks for QWC (See the original test sheet for levels of award.)