CALIFORNIA STATE UNIVERSITY, SACRAMENTO
College of Business Administration

MIS 182 - Topics in MIS

Final Exam

Points: 100   Due: Tuesday, December 16

Answer the following four problems.   The questions have been written for you to reflect upon our discussions, guest speaker presentations and readings. Be sure to compose your answers <u>in the context of the textbook and article readings, class lectures and discussion, and guest speaker presentations</u>.

Note. Your answers should reflect your individual effort. Collaborating with others who are either enrolled in this class or not will lead to a failing grade.   Answers showing close resemblance will be considered a collaborative effort.

Guidelines

1.   The exam should reflect an individual's effort, and NOT be the product of group collaboration. Points will be gained from the uniqueness of your response (provided your response is correct and/or can be substantiated).

2.   Essays should be typewritten (double space, 12-point font, one-inch margins) and printed in letter or near-letter quality.

3.   Although there is no <u>lower limit</u> to the number of pages, you are expected to demonstrate integrative and creative thought within the number you choose. However, an answer should <u>not</u> exceed five pages. Incorporating readings beyond the textbook into your response is greatly encouraged.

4.   Be sure to cite the sources you reference. If the item (i.e., article, book, etc.) you reference is from the textbook, no bibliographic entry or footnote is required. Otherwise, attach an entry identifying the source.

5.   Do NOT bind you exam answers. Staple each essay in the upper left corner and submit them in a 9 x 12-inch manila envelope.

6.   Bullet points and non-descriptive paragraphs are not considered acceptable responses.

7.   Be sure to organize your work. Unorganized submissions will be a detriment to your grade.

Refer to the syllabus for other requirements.

Problems

1. Select a major commercial web site and critique it following the material and guidelines covered in your textbook and the distributed article. Include in your discussion the site's adherence to the design guidelines, principles and strategies, the consistency between the company's strategy and/or mission statement and its web site, and other pertinent items. (25 points)

2. Discuss the "stickiness" of the company's (in problem 1) web site and how can be improved (given its mission statement and/or strategy). (25 points)

3. Describe how CRM would support the company's (in problem 1) endeavors following the discussion presented by Mr. Steve Scott and our discussion in the following week's lecture. (25 points)

4. In the context of the KPMG presentation, discuss the security issues that need to be addressed for the company's (in problem 1) web site. (25 points)