CS330 Management Information Systems
Winter 2005 Assignment 1

Due date: Monday January 31 2005 in class or in the MC assignment drop boxes (3rd floor beside elevators).

Collaboration status: individual. This assignment is to be done individually.

Question 1; 25 marks

Read and respond to all of the questions contained in:

- Chapter 3 Case Study: What happened to Kmart? (Pp104-107) in the 2nd Canadian Edition, pp106-109 in the 8th US Edition)

If you are using the US edition, you are missing the Question 8, as follows:

> 8. Do you think Zellers can compete effectively with Wal-Mart in Canada? Explain your answer.
>
> You must also address this question in your response. The Canadian Edition case has some additional information relevant to this question. I will make a copy of this available on the website in the next day or two.

You need not answer the questions individually. You may prepare a critique of the case that is a single cohesive response that discusses all of the issues mentioned in the questions.

Your response should be around 1,500 words (probably three to five pages depending on how you format it).

Marking scheme

20 marks are allocated for content, and 5 marks are allocated for format.

- Format includes: spelling, grammar, punctuation, composition & quality of language, sentence & paragraph structure, layout (page numbers, subtitles, bibliography), proper introduction and conclusion, length appropriateness. Format marks will not be itemized: a single overall "impression" mark will be assessed.

- Content includes: answering all the questions convincingly with proper justification. More marks will be awarded for responses that demonstrate depth of understanding, such as reading the sources listed at the end of the case and making meaningful references to them, or finding and referencing add ional sources.

A response that contains unsubstantiated opinions and vague general statements will not receive a passing grade. Simply re-iterating facts from the case itself without interpretation might receive a minimal passing grade, but no more. Top marks will go to

responses that present an insightful critique of the case that addresses all of the questions, combine with your own interpretations and informed opinions. Content marks will not be itemized, but will be assessed on the basis of how compelling your arguments are and how well you present those arguments.

Question 2: 10 marks

Read the Application Software Exercise at the end of Chapter 2 in the text (either edition). Download the spreadsheet file (either from the publisher site or from the CS330 website).

Prepare a recommendation as described in the exercise. Your submission should be no more that two pages long and should contain at least one sample report and/or graph that you have created with the data. You do not need to submit the spreadsheet file electronically, but you must keep it available until your marked assignment is returned (in case we want to review it).