

0015

THE OPEN UNIVERSITY OF SRI LANKA

COMMONWEALTH EXECUTIVE MASTER OF BUSINESS/PUBLIC  
ADMINISTRATION

FINAL EXAMINATION – AUGUST 2020



MSP9301/MCP1601 MANAGING INFORMATION SYSTEMS

DURATION: THREE (03) HOURS

Date: 26<sup>th</sup> August 2020

Time: 9.30 am - 12.30 pm

**Instructions:**

- Answer ANY FIVE questions.
- Answers should be methodical and focused.

**Question 1**

- Explain the use of Information Systems at operational, tactical, and strategic level of a service organization with appropriate examples. (10 Marks)
  - Explain one automated process of your organization and explain the benefits of that automation to related parties. (10 Marks)
- (Total 20 marks)**

**Question 2**

- Why Software as a service (SaaS) implementation are more suitable for small to medium size companies? (10 Marks)
  - How can the Internet technologies help a business to form business relationships with its customers, suppliers, and other parties? (10 Marks)
- (Total 20 marks)**

**Question 3**

- Describe the capabilities of a digital firm. Explain why are digital firms so powerful? (10 Marks)
  - Explain the role of the management team when implementing an information system. (10 Marks)
- (Total 20 marks)**

#### Question 4

- i. Explain how organizations can benefit by implementing a customer relationship management system? (10 Marks)
- ii. Most businesses should engage in e-commerce on the Internet. Do you agree or disagree with this statement? Explain. (10 Marks)

**(Total 20 marks)**

#### Question 5

- i. "Forward-thinking business leaders who understand the interplay of cloud and emerging technologies such as digital and mobile, robotics and automation, the Internet of Things, 3D printing, wearables, gamification, smart grids, and social media will help their organizations keep pace or remain one step ahead." Explain the above statement in detail with appropriate examples. (10 Marks)
- ii. A small boutique hotel in Sri Lanka is planning to market the property to European customers. Explain the possible digital options to market the hotel to attract more customers. (10 Marks)

**(Total 20 marks)**

#### Question 6

- i. Areas experiencing tremendous growth in wireless and internet technologies include:
  - a. Radio-frequency identification (RFID)
  - b. Robotics/Bots
  - c. Internet of Things (IOT)
  - d. Artificial Intelligence (AI)
  - e. Global Positioning Systems (GPS)Discuss the use of **any two (2)** of the above technologies in a business with examples. (10 Marks)
- ii. How does the Internet technologies affect the structure and work roles of modern organizations? (10 Marks)

**(Total 20 marks)**

#### Question 7

- i. 'Business Intelligence plays a vital role in managing a business in a very competitive market.' Explain how technology can support developing business intelligence to face the competition. (10 Marks)
- ii. Explain the critical factors, which influence the Enterprise Resource Planning system implementation failures, and describe how you will minimize the effect of those factors to avoid such failures. (10 Marks)

**(Total 20 marks)**

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