

**THE OPEN UNIVERSITY OF SRI LANKA
COMMONWEALTH EXECUTIVE MASTER OF BUSINESS/PUBLIC
ADMINISTRATION (CEMBA/CEMPA) PROGRAMME**



LEVEL 9

MSP9301/MCP1601 – MANAGING INFORMATION SYSTEMS

FINAL EXAMINATION - 2021

**DURATION – THREE (03) HOURS [ANSWERS SHOULD BE COMPLETED AND
UPLOADED WITHIN THREE (03) HOURS]**

Date: 18th September 2021

Time: 9.30 am to 12.30 pm

Instructions:

- 1. Answer all questions.**
2. This question paper contains 4 questions in 2 pages.
3. Answers should be focused and methodical.
4. Write legibly. Use suitable examples and illustrations where necessary.
- 5. State your student registration number on every answer script. Put down the page number and assemble in order before submission. Safely keep your answer scripts with you to submit to the University when requested.**

1. Briefly describe the basic functions of your organization.
How can internet technologies help your organization to form effective business relationships with customers, suppliers, and other stakeholders? Explain how it is going to benefit your organization in detail. (25 Marks)

2. Select one of the business functions of your organization and explain in detail how best you can bring technology to automate the said function and critically explain the impact of the proposed automation. (25 Marks)

3. “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 relevant to your organization or industry. (25 Marks)

4. A small boutique hotel in Sri Lanka is planning to market the property to European customers. With expected outcomes, explain the possible digital options to market the hotel to attract more customers. (25 Marks)

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