

THE OPEN UNIVERSITY OF SRI LANKA  
 COMMONWEALTH EXECUTIVE MASTER OF BUSINESS/PUBLIC  
 ADMINISTRATION (CEMBA/CEMPA) PROGRAMME  
 LEVEL 9  
 OSP9301/MSP9301/MCP1601 MANAGING INFORMATION SYSTEMS  
 FINAL EXAMINATION – 2022



DURATION – THREE (03) HOURS

**Date: 1<sup>st</sup> October 2022**

**Time: 9.30 am to 12.30 pm**

**Instructions**

- Answer any FIVE (5) questions.
- Write legibly and be focused.
- All questions carry 20 marks. Total marks 100.

**Q1**

- i. Some firms use enterprise systems to achieve competitive advantage over its rivals. Explain this statement with appropriate examples. (10 Marks)
  - ii. Explain one automated process of your organization and explain the benefits of that automation. (10 Marks)
- (Total 20 marks)**

**Q2**

- i. Why ‘Software as a Service (SaaS)’ implementations are more suitable for small to medium size companies? Explain. (10 Marks)
  - ii. How can internet technologies help a business to form business relationships with its customers, suppliers, and other stakeholders? Describe using examples. (10 Marks)
- (Total 20 marks)**

**Q3**

- i. “Disruptive technology innovations are changing the way businesses are happening in enterprise and consumer markets”. Explain this statement with appropriate examples. (10 Marks)
  - ii. Explain the role of the management team when implementing an information system. (10 Marks)
- (Total 20 marks)**

**Q4**

- 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 your opinion in detail, (10 Marks)  
(Total 20 marks)

**Q5**

- 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 this 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)

**Q6**

- 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 the internet technologies affecting the structure and work roles of modern organizations? Explain. (10 Marks)  
(Total 20 marks)

**Q7**

- i. Business Intelligence plays a vital role in managing a business in a very competitive market environment. 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 those factors to avoid such failures. (10 Marks)  
(Total 20 marks)