THE OPEN UNIVERSITY OF SRI LANKA

COMMONWEALTH EXECUTIVE MASTER OF BUSINESS/PUBLIC ADMINISTRATION PROGRAMME

OSP9301/OSP9301/MCP1601: MANAGING INFORMATION SYSTEMS

FINAL EXAMINATION - 2023

DURATION – THREE (03) HOURS

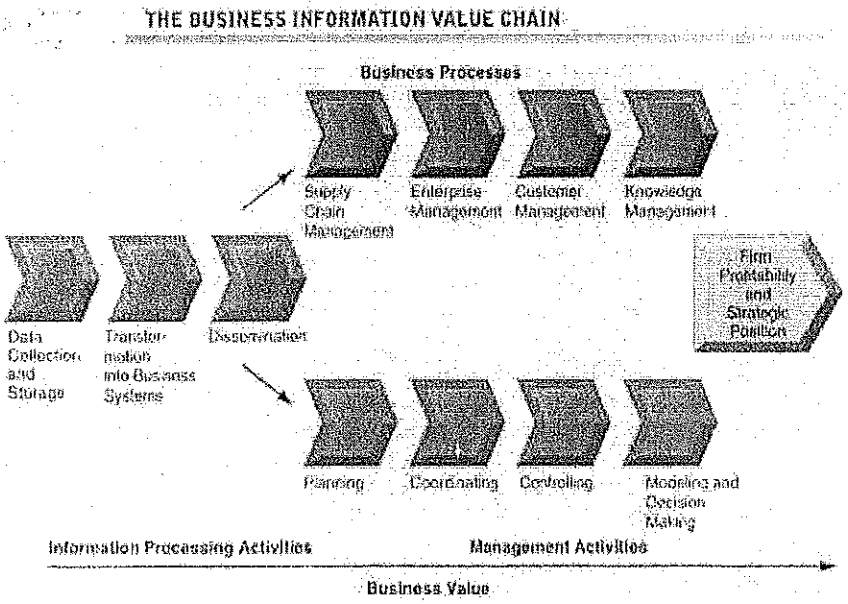
Date: 05 August 2023	Time: 1.30 pm to 4.30 pm

Note to the students:

- Answer only FOUR (4) questions.
- Answers should be focused and methodical.
- This question paper carries 5 Questions.
- Each question carry 25 marks. Maximum marks for this question paper is 100.

Question 1

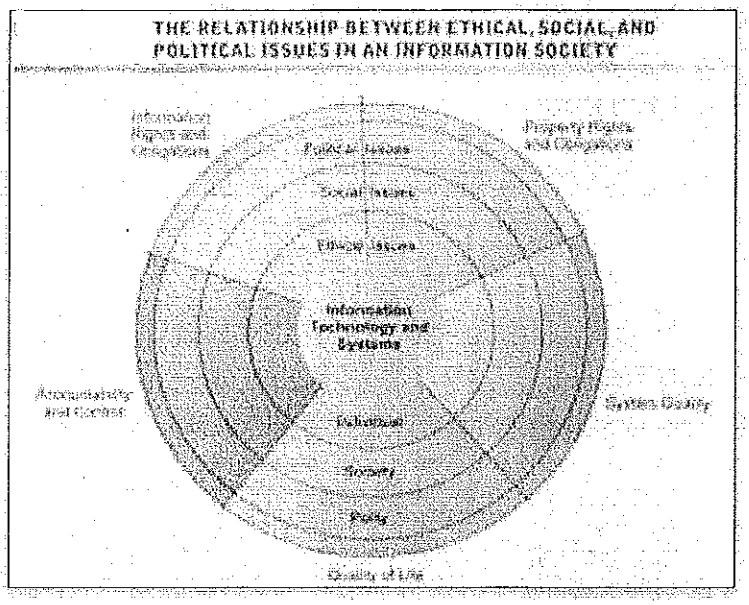
a) What are the primary and secondary business processes of your organization? *(key: use business information value chain.)*



b) Identify the improvements that can be brought into the business through Digitization of primary and secondary business processes.

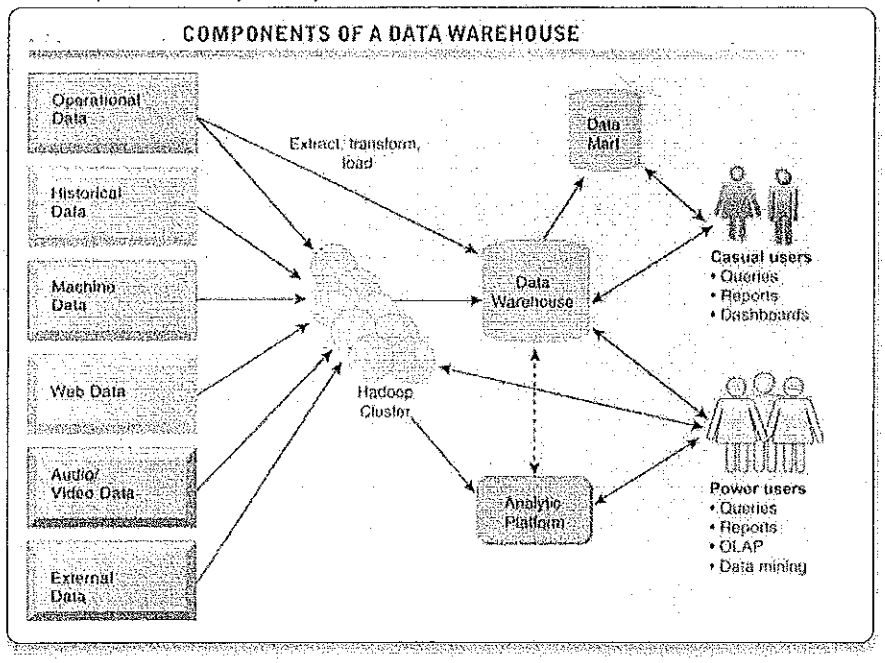
Question 2

Explain how digitization should be aligned with respect to the areas below when you plan for digital transformation.



Question 3

Explain how data warehouse can be used in digitization exercise with respect to areas given below. Identify each data sources and develop a mechanism to obtain NORA (Non Obvious Relationship Awareness) from your database.



Question 4

" The Internet provides marketers with new ways of identifying and communicating with millions of potential customers at costs far lower than traditional media,

- search engine marketing,
- data mining,
- recommender systems and,
- targeted e-mail".

Explain the above statement with respect to your organization and how it can be applied to the business.

Question 5

Analyze the organization you are working for with respect to information quality and decision-making process. Develop a strategy to improve the decision-making accuracy by introducing or reengineering existing practices to make decisions more accurate than current state with respect to below areas.

INFORMATION QUALITY DIMENSIONS

QUALITY DIMENSION	DESCRIPTION
Accuracy	Do the data represent reality?
Integrity	Are the structure of data and relationships among the entities and attributes consistent?
Consistency	Are data elements consistently defined?
Completeness	Are all the necessary data present?
Validity	Do data values fall within defined ranges?
Timeliness	Area data available when needed?
Accessibility	Are the data accessible, comprehensible, and usable?

(Copyrights Reserved)