

THE OPEN UNIVERSITY OF SRI LANKA
COMMONWEALTH EXECUTIVE MASTER OF BUSINESS/PUBLIC
ADMINISTRATION
FINAL EXAMINATION – MARCH 2006
MCP 1601 – MANAGING INFORMATION SYSTEMS
DURATION : THREE (03) HOURS



Date 25th March, 2006

Time: 1.30 p.m. 4.30 p.m.

Answer any Four (4) questions. All questions carry equal marks.

01. a. The emergence and strengthening of the global economy is one of the worldwide changes altering today's business environment. Other than the Internet, how have information systems been part of this trend?
(10 marks)
- b. Though the use of information technology is an accepted fact in today's business arena, there are arguments that productivity has not been enhanced in the service sector. Discuss this issue, with examples to illustrate your points.
(15 marks)
02. a. Describe the Anthony triangle and the value chain model in the context of being models for an organization's information systems.
(10 marks)
- b. Explain how these models give rise to classifications of information systems.
(10 marks)
- c. Discuss how they may or may not be compatible.
(5 marks)
03. a. How do information systems give strategic competitive advantage to a business?
(10 marks)
- b. Describe four kinds of organizational change that can be promoted by Information Systems.
(10 marks)
- c. Describe and briefly comment on the major management challenges in building an Information System in an organization.
(5 marks)
04. A furniture manufacturing company that produces a wide-array of products recently faced severe competition from other furniture manufacturers which lead to lower margins. As a solution to these problems, the company devised a strategy with two key components. The first step was to venture into overseas markets. This step proved successful as the company was able to secure

agreement with some leading overseas retail chains to market branded furniture. As the second step, the company decided to establish an Internet Division to expand its business. The target market is the Internet-savvy younger generation as well as company executives. The image that they want to create is that their products are of higher quality and have novel designs.

Answer the following questions with respect to the above scenario:

- a. Describe in detail the B2C and B2B E-commerce potential for the above scenario. You must take into consideration the long-term possibilities. (7 marks)
 - b. Discuss the factors the management has to consider to determine the feasibility of this project and also the sustainability in the longer term. (6 marks)
 - c. Describe the required E-commerce infrastructure and comprehensive security measures that needs to be paid in place in this scenario. You must provide alternatives, each with its pros and cons for the management to make the appropriate decision. (6 marks)
 - d. Explain in detail the importance of Content-Delivery Mechanisms in this scenario, possible ways of achieving it and the problems that the company may face with respect to this. (6 marks)
- 05.
- a. By considering the role of an on-line Jobs Network, explain in detail, with clear examples, the potential applications of Web Services concept. (10 marks)
 - b. Mobile commerce has a greater chance of success in Sri Lanka due to the rapid growth of mobile communication industry. Select a suitable mobile commerce application within the Sri Lankan context and provide a detailed analysis of the possible business model, a SWOT analysis, content delivery mechanisms and other issues relevant to setting up an E-commerce site. (10 marks)
 - c. Briefly describe the above online service from the following perspectives:
 - i. a communications perspective
 - ii. a business process perspective
 - iii. a service perspective
 - iv. an online perspective(5 marks)

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