

THE OPEN UNIVERSITY OF SRI LANKA
 COMMONWEALTH EXECUTIVE MASTER OF BUSINESS/PUBLIC
 ADMINISTRATION DEGREE PROGRAMME
 FINAL EXAMINATION – 2007/2008
 MCP - 1601- MANAGING INFORMATION SYSTEMS
 DURATION : THREE (3) HOURS



DATE : 2007.12.02

TIME: 1.30pm – 4.30pm

INSTRUCTIONS:

- ANSWER ANY FIVE (05) QUESTIONS.

1. A business consultant was of the opinion that phenomena such as the World Wide Web, mass customization, compressed product life cycles, new distribution channels and new forms of integrated organizations are driving the business enterprises towards a totally new business environment, "The Virtual Marketplace".
- a) Identify a minimum of 5 types of participants in this market space, a business enterprise has to interact with, for its own success. (5 marks)
 - b) Identify the differences in the ways a transaction would be carried out in a traditional marketplace and the emerging virtual market space in terms of characteristics such as content, context and infrastructure. (15 marks)

2. During the last 3 decades, the field of Information Technology (IT) has changed very significantly. It now represents a different set of aims, means and responsibilities that was typical in organizations in the 1970s, or in the 1980s.
- a) Identify the 3 eras that you may divide this period into to understand this philosophical change. (06 marks)

The management of a retail supermarket chain decided to develop their Cyber stores on the Internet to attain their strategic goal of doubling their business volumes over the next 12 months.

- b) In which area should this upper market chain be placed? (02 marks)
 - c) Give three reasons why you selected this area. (12 marks)
3. A local book seller was advised by his e-Business consultant to use Internet Technologies to enhance sales by implementing an electronic sell channel. The book seller has asked your help to justify the expenditure involved in setting up such channel.
- a) Give three convincing reasons to justify this expenditure. (06 marks)
 - b) Explain the components/services that a fully implemented sell site can provide to the book seller's customers. (14 marks)

4. An e-Business consultant has been asked to work with a team of ICT professionals to help in the company's e-Business implementation. The consultant spoke about the importance of understanding the company's value chain and the integration of it with that of the other companies.

- a) Explain the term "Value Chain". (07 marks)
- b) What are the benefits of value chain integration? (04 marks)
- c) Consider each of the following 3 companies and Identify for each how they should leverage ICT for e-Business advantage. (09 marks)

Company A is end consumer focused and sells directly to the general public from its stores. It is new to the use of World Wide Web and has no major corporate consumers or business partners. The company has a business strategy to rapidly expand their business.

Company B has many business partners and suppliers. The efficiency of supply and purchasing is the key to this industry.

Company C is a business consultancy service provider and is growing rapidly. The company's strength is its professional staff, and they have a strong culture of sharing information and teamwork.

5. Write short notes on any four of the following.

- a) Virtual value chains
- b) e-Business networks and their value proposition
- c) Virtual markets ecosystem
- d) B2G
- e) BSC approach to e-Business.

(5 marks each)

6. Compare and contrast any four of the following.

- a) B2C vs B2B
- b) IS vs B2B
- c) OPP vs VOP
- d) Cost Leadership vs Differentiation
- e) CRM vs ERP

(5 marks each)

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