THE OPEN UNIVERSITY OF SRI LANKA
COMMONWEALTH EXECUTIVE MASTER OF BUSINESS/PUBLIC ADMINISTRATION
FINAL EXAMINATION –2009
MCP 1601 –MANAGEMENT INFORMATION SYSTEMS
DURATION : THREE (03) HOURS

Date : 09TH DECEMBER 2009	Time : 9.30 a.m – 12.30 p.m

Answer ANY FIVE (5) questions.
All questions carry equal marks.

Question 01

(a)   Explain the difference between knowledge based (knowco) and physical goods based (physco) organizations. Use suitable example for each to explain your answer?

(06 Marks)

(b)   (i)   Explain the role of knowledge management in modern organizations for moving towards knowledge economy.

(06 Marks)

(ii)   Information Technology provides the tools for managing knowledge in organizations. Briefly explain how IT can be used to support for managing knowledge.

(08 Marks)

Question 02

(a)   What is a virtual organization? Explain.

(04 Marks)

(b)   Explain how Intranets and Extranets facilitate for virtual organizations. Use suitable example for each to explain your answer?

(4 Marks)

(c)   SPEED LOANS is a large independent mortgage lender, with nearly 330 branches. Everyday SPEED LOANS processes thousands of transactions. To improve processing, the company has embarked on a long term project to eliminate paper from its operation environment. Internet, Intranet, and extranet are used to serve its employees, business partners, and consumers.

Information Systems department has developed an intranet system serving more than 5000 employees at the company's headquarters and branch offices. Intranet is used for corporate functions such as mortgage servicing and back-office operations. Extranet is accessible only to lending partners, brokers and real estate agents. These parties require secure access to valuable information, such as

account and transaction status, loan status, company contacts, and company announcements. A total of 500 lenders access the extranet.

Customized information on premium rates, discounts are provided to extranet users. Parts of the extranet are open to customers. E.g. consumers can calculate home mortgage rates based on any number of market variables and product offerings.

SPEED LOANS integrated its consumers Web services with massive legacy databases that contain pertinent information.

Answer the Questions based on the above case study

(i)   Identify the collaboration and communication activities that are facilitated by intranet and extranet.

(4 Marks)

(ii)   Identify the benefits of extranet to the company.

(4 Marks)

(iii)   Explain the problems faced in managing a system like SPEED LOANS in local environment.

(4 Marks)

Question 03

(a)   Briefly explain what you mean by Inter-Organizational Operating System (IOS) with an example.

(04 Marks)

(b)   "Companies today spend an increasing percentage of their IT budget on IOS".
        (i)   Explain three technical issues in implementing IOS.

(12 Marks)

        (ii)   Give your suggestions to overcome the technical issues in implementing IOS

(04 Marks)

Question 04

(a)   Explain why Balanced Score Card(BSC) developed by Kaplan and Norton is a an efficient tool to evaluate an organization's efficient implementation of IT within the business context.

(08 Marks)

(b)   Assume that you are working for a national rail transport service computerization project. Considering BSC approach identify a mission, objective and 2 key performance indicators for each of the perspective in Balanced Score Card approach.

(12 Marks)

Question 05

(a) "The Internet provides many opportunities for global branding and customer relationship management". Explain how the Internet supports for global branding and customer relationship management.

(08 Marks)

(b) Write short notes on following topics
   (i) Communities of Practice
   (ii) Enterprise Resource Planning (ERP)
   (iii) Digital Divide

(4 marks for each)

Question 06

(a) Briefly explain the staged growth model for industry transformation for Information Systems and e- Business implementation.

(06 Marks)

(b) During the process of industry transformation of organizations towards becoming an effective "enterprise" will create and execute very different business models from those they used in the past.

Assume that you are working for a project on developing a computerized system for a large furniture manufacturing and sales organization. Explain the impact on this transformation on
   (i)   Organizational employees and,

(04 Marks)

   (ii)   Organizational processes

(04 Marks)

   (iii) Explain how in-sourcing and outsourcing will effect on developing the above mentioned system .

(06 Marks)

-All rights Resereved-