



THE OPEN UNIVERSITY OF SRI LANKA
COMMONWEALTH EXECUTIVE MASTER OF BUSINESS/PUBLIC ADMINISTRATION DEGREE
PROGRAMME
FINAL EXAMINATION 2013
MCP1601- MANAGING INFORMATION SYSTEMS
DURATION : THREE (3) HOURS

DATE : 27th July, 2013

TIME: 9.30 am – 12.30 pm

INSTRUCTIONS:

- **ANSWER ANY FIVE (05) QUESTIONS.**
- Write legibly and be focused.

01. i) Business firms invest in information systems to achieve different strategic objectives. Identify and describe two such objectives. (06 Marks)
- ii) "Investing in information technology does not by itself guarantee good returns." Critically examine this statement. (08 Marks)
- iii) Explain why complementary assets are critical for effective usage of information systems. (06 Marks)
- (Total 20 Marks)
02. i) Compare and contrast management information systems and decision support systems. (06 Marks)
- ii) Assess the role of collaboration systems in a today's business firm operating in a competitive environment. (06 Marks)
- {iii}. 'Fragmentation of data in hundreds of separate systems degrade organizational efficiency and business performance.' Examine how enterprise systems solve this problem. (08 Marks)
- (Total 20 Marks)
03. i) Describe how IT flattens an organizational structure and flattening helps decision making process in the organization. (05 Marks)
- ii) Discuss the impact of the Internet on the five competitive forces, identified by Michael Porter. (10 Marks)
- iii) Differentiate between 'traditional economics' and 'network economics'. (05 Marks)
- (Total 20 Marks)

04. i). Explain why *digital markets* are said to be more flexible and efficient than traditional markets. (05 Marks)
- ii) Due to several unique features of the Internet and web, e-commerce is different from traditional commerce. Identify and describe three such features. (09 Marks)
- iii) Examine the issues of inefficiencies in the *supply chain* and their impact on the business firms. (06 Marks)
- (Total 20 Marks)
05. i) 'It may be possible for a small business to really know their customers on a personal, face-to-face basis. But for a large business, it is impossible to "know the customer" in this intimate way'. Examine how customer relationship management (CRM) systems solve this problem. (06 Marks)
- ii) Making a decision is a multistep process. Explain the steps involved in it. (06 Marks)
- iii) Examine how group decision support systems (GDSS) support group and organizational decision making. (08 Marks)
- (Total 20 Marks)
06. Explain any four (4) of the followings. (5 marks each)
- i) Data and system security
- ii) Ethical and social issues in information and communication technologies
- iii) Challenges in implementing information systems
- iv) The role of information systems manager in managing personnel
- v) Different sources of fulfilling organizational software solutions
- (Total 20 Marks)