

The Open University of Sri Lanka
Commonwealth Executive Master of Business/Public Administration
Final Examination 2015 – Semester II
MCP1601 – Management Information Systems



Duration 3 Hours

DATE: 13th December, 2015

TIME: 1.30 pm to 4.30 pm

Instructions:

- Answer any FOUR questions. All questions carry equal marks (25 each).
- Illegible handwriting is liable to lose marks.
- This question paper has two pages and five questions.

Question 1

- a. Explain what is meant by a 'Management Information System'? How does it work? What are its management, organization and technology components? (10 marks)
- b. What are the major management challenges to building and using information systems? (10 marks)
- c. Leading organizations are becoming bolder in using Business process re-engineering (BPR) technology to support innovative business processes, rather than refining current ways of doing work.
Do you agree with this statement? Discuss giving reasons for your answer. (5 marks)

[Total: 25 marks]

Question 2

- a. "If organisations were to stay competitive, they need to understand the importance of E-business to successful strategy execution". Discuss the strategy shaping characteristics of E-Business environment as it applies to a company operating in today's dynamic environment. Support your answer with suitable examples. (10 marks)
- b. "Higher the return, higher will be the risk". Analyze and justify the types of risk a firm may face while developing a new MIS product. (10 marks)

- c. Appraise how effective change management can address strategic drift, when implementing a new MIS in your organization. (5 marks)

[Total: 25 marks]

Question 3

- a. The pace of technology-fueled business innovation is accelerating, and enterprise architects can take a leading role by helping their firms identify opportunities for shrewd investment. Critically analyse the architectures of emerging technologies and discuss its biggest impacts.

(10 marks)

- b. Discuss and analyze the difference between using a Traditional Application Server or Virtualization, in implementing a new MIS. (10 marks)

- c. Discuss and analyze the advantages of Virtualization. (5 marks)

[Total: 25 marks]

Question 4

The teaching of mathematics as part of the computing studies curriculum at the University has been subject to periodic review for a number of years. Although the mathematics modules in their various forms have had pass rates that were viewed as acceptable by the faculty in comparison with other modules, there is no doubt that many students struggle with the subject material and frequently required additional support, over and above the normal timetabled tutorial sessions. Many universities provide mathematics support to students in addition to their timetabled class time and there have been a number of models of support provision tried. At university, students who had performed badly in their first mathematics assignment were routinely directed to the support sessions run by the university's Centre for Learning Support and Development (CLSD) and were able to get group or individual help from CLSD support staff. These were, however, voluntary on the part of the student and monitoring of the usage of support sessions produced evidence that the take-up was generally poor. Although acceptable numbers of students were passing the mathematics module and student evaluation of the module was generally good (*so that traditional quality measures of the performance of the module were indicating no problems*) there were a number of issues that teaching staff felt needed to be addressed or at least examined:

- Some students failed to engage with the modules at all, attended poorly and would then fail the module;
- Students were identified as needing support but then declined to take up support when it was made available;

- Although pass rates were acceptable, average scores on assignments were low. It was felt that students could do better if they were better motivated and took advantage of support.
- Motivating students was seen as an issue;
- It was felt that students did not want to study mathematics. They were in the university to study computing and did not see the need for mathematics;
- On the other hand, employers have expressed their concern on the lack of quantitative skills exhibited by many job applicants from both schools and universities across the country;
- It was difficult to cater for the mixed abilities of students being taught, good students were finding the work easy and were then de-motivated.

Construct a rich picture on the given scenario that gives a pictorial description of the situation under investigation. You are permitted to make relevant assumption to complete the rich picture.

(25 marks)

[Total: 25 marks]

Question 5

- a. Using suitable example explain what Balanced Scorecard is. **(10 marks)**
- b. Discuss the four Perspectives of Balanced Scorecard, including the possible Performance Measures for each Perspective. **(10 marks)**
- c. Explain why you would use a Balanced Scorecard, before implementing the MIS at your business organization. **(5 marks)**

[Total: 25 marks]

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