

The Open University of Sri Lanka
 PG Diploma/MTech, Apparel Production and Management
 Department of Textile Engineering
 TTI7153 – Management Information Systems
 Final Examination 2014/2015



Date: 16th September 2015

Time: 9.30 – 12.30hrs

Note: There are Eight (08) questions in this paper and the first question is a compulsory question. Altogether you have to answer SIX questions only.

Q1. Read the case given below and answer the questions.

Reader Circle is a chain of book stores located in several districts in Sri Lanka. It has gained wide popularity due to the wide range of books, magazines and other related reading and learning material available at the book store. The book store has become popular among foreigners also due to the availability of eastern philosophical books. With this popularity the company decides to go off shore and setup a branch in United Kingdom.

After setting up the store maintaining an uninterrupted stock of all kinds of books became a challenge to the store. At that moment the management identified the importance of having a good Management Information System (MIS) along with an e-commerce web site for online transactions. The management speculated that such a system will benefit not only the foreign customers but local customers also therefore the management decided to implement a MIS.

- (i) Describe three (03) advantages with examples that the company will gain by implementing a MIS. [5 marks]
- (ii) Describe three (03) key management issues related in implementing a MIS. [5 marks]
- (iii) Describe how the book store can maintain an uninterrupted supply chain while attracting new suppliers. [4 marks]
- (iv) Discuss different concepts that the book store can adopt to enhance the sales through the e-commerce site. [5 marks]
- (v) Describe how the book store will manage the following issues by giving an example for each.
 - (a) Technical issues
 - (b) Ethical issues
 - (c) Cultural issues

[2 marks × 3 = 6 marks]

- Q2.**
- (i) Describe three (03) types of information systems that can exist in an organization indicating how they communicate with each other. [4 marks]
- (ii) Implementing a MIS in an organization needs careful deployment. Describe three issues that can arise in such a situation. [5 marks]
- (iii) Describe how you can use Information Technology for micro marketing with examples. [6marks]

- Q3.**
- (i) It is said that "IT flattens organizations". Critically analyse this statement considering pros and cons. [5marks]
- (ii) *SpiceHub* restaurant chain plans to open a new restaurant at Kotte. To identify the general view of the firm, its competitors and the firm's environment, the Planning Manager is being asked to analyse the situation and submit a report.

Assuming you are the planning manager carry out the activities given below. Clearly write down any assumptions you make.

- (a) Analyse the situation according to Porter's competitive forces model
- (b) Describe how Information system strategies can be used to overcome any negative impacts identified from the analysis in part (a). [5marks × 2 = 10 marks]

- Q4.**
- With the development of new Information Systems, many issues related to ethical, social and political are raised within organizations as well as in the society.
- (i) Describe the moral dimensions of Information Systems with respect to above issues. [4marks]
- (ii) In an organization the staff member who handles the personal information has left his computer open accidentally while having lunch at the staff room. [3marks]
- (a) Describe 3 potential security threats that can take place. [5marks]
- (b) Describe how you can overcome above threats by incorporating sound security features to the Information system.
- (iii) Describe three security threats that can take place when an Information System operates through World Wide Web. [3marks]

Q5.

- (i) Briefly explain the components of a computer system. [3marks]
- (ii) Briefly describe the two types of computer processing giving a real world example for each. [4marks]
- (iii) Compare and contrast the two methods of Information System developing, in-house development and out sourcing. [4marks]
- (iv) State the three (03) types of network topologies and describe one topology. [4marks]

Q6.

- (i) With the advances in computer technology, handling of large data sets has become a feasible operation. Describe the current trends in data storage and data management. [5marks]
- (ii) The Peoples Bank of Sri Lanka is having a large customer base. The Information system at the Bank needs to handle all related operations very efficiently. Describe the importance of having a sophisticated and a reliable Database management system integrated to the Information system of the Bank. [5marks]
- (iii) Describe how the bank can use its Information system to maintain customer relationships. [5marks]

Q7.

Emergence of e-commerce has drastically changed the way of doing business.

- (i) "Electronic commerce has revolutionized mode and frequency of marketing". Critically analyze this statement. [4marks]
- (ii) Though IT infrastructure has improved considerably in Sri Lanka, yet e-commerce has not captured the market to a significant extent. Write your view point about this statement. [5marks]
- (iii) Recalling an e-commerce site that you have visited describe the methods that have been adopted in that site to make you feel free and secure. [6marks]

Q8.

- (i) When trying to implement an Information system for an organization there can be several alternative systems with different features. Describe a method that you can use to evaluate these systems. [4marks]
- (ii) At present knowledge management is one of the key issues that decides the fate of an organization. Describe how the data gathered from an Information system can be used for decision making. [4marks]
- (iii) Discuss the impact of social media networks on e-commerce by giving real world examples. [4marks]
- (iv) "The success of an Information system does not lie only on the technology". Critically analyse this statement. [3marks]