THE OPEN UNIVERSITY OF SRI LANKA

COMMONWEALTH EXECUTIVE MASTER OF BUSINESS/PUBLIC ADMINISTRATION PROGRAMME

OSP9301: MANAGING INFORMAITON SYSTEMS

FINAL EXAMINATION – 2023/2024

DURATION – THREE (03) HOURS

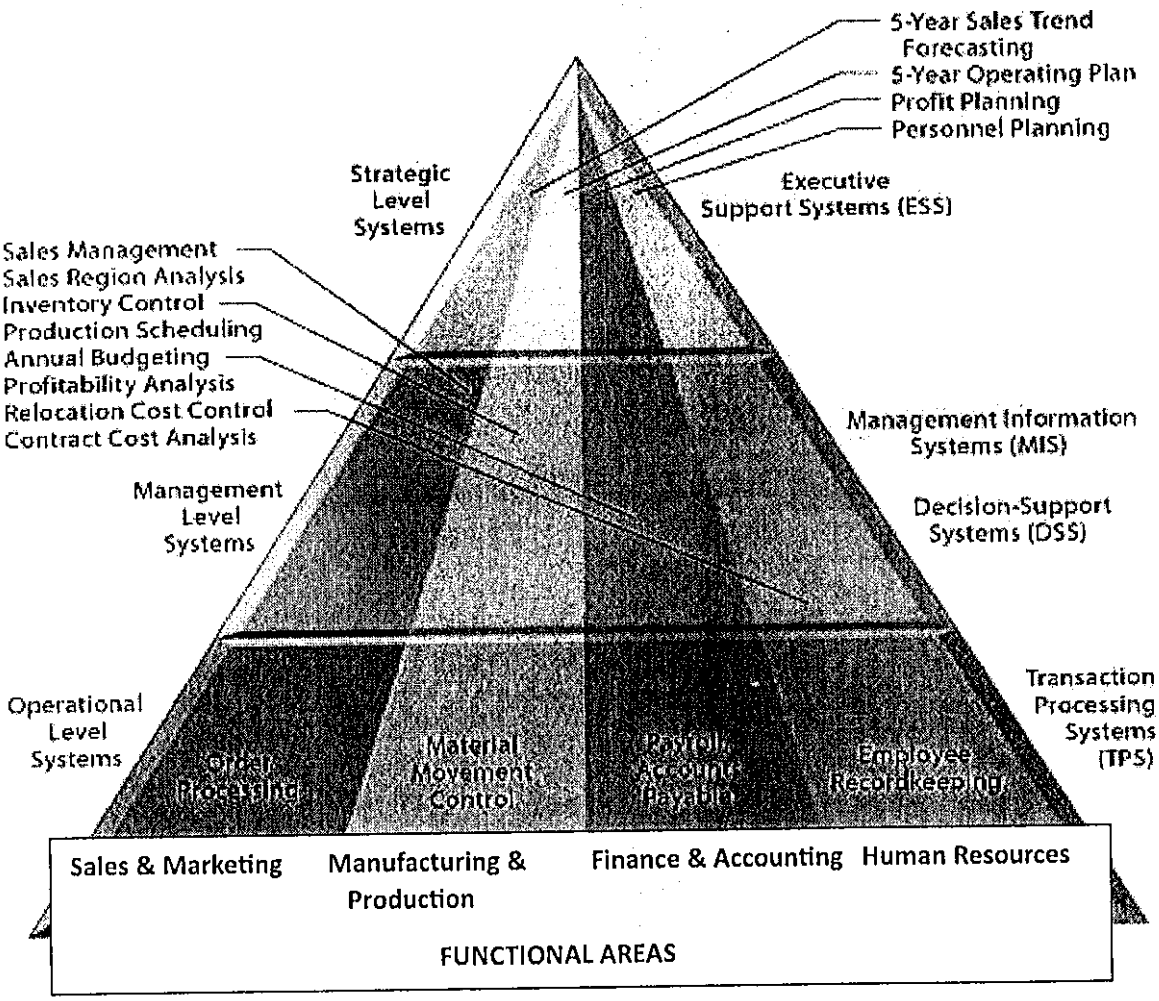
Date: 18th August, 2024 **Time: 1.30 pm to 4.30 pm**

Note to the students:

- Answer any FOUR (4) questions.
- This question paper carries 5 Questions in 3 pages.
- Each question carries 25 marks. The maximum total marks for this question paper is 100.

Question No. 1

a) What are the 3 major information systems supporting your business process of your organization? Explain. (09 Marks)

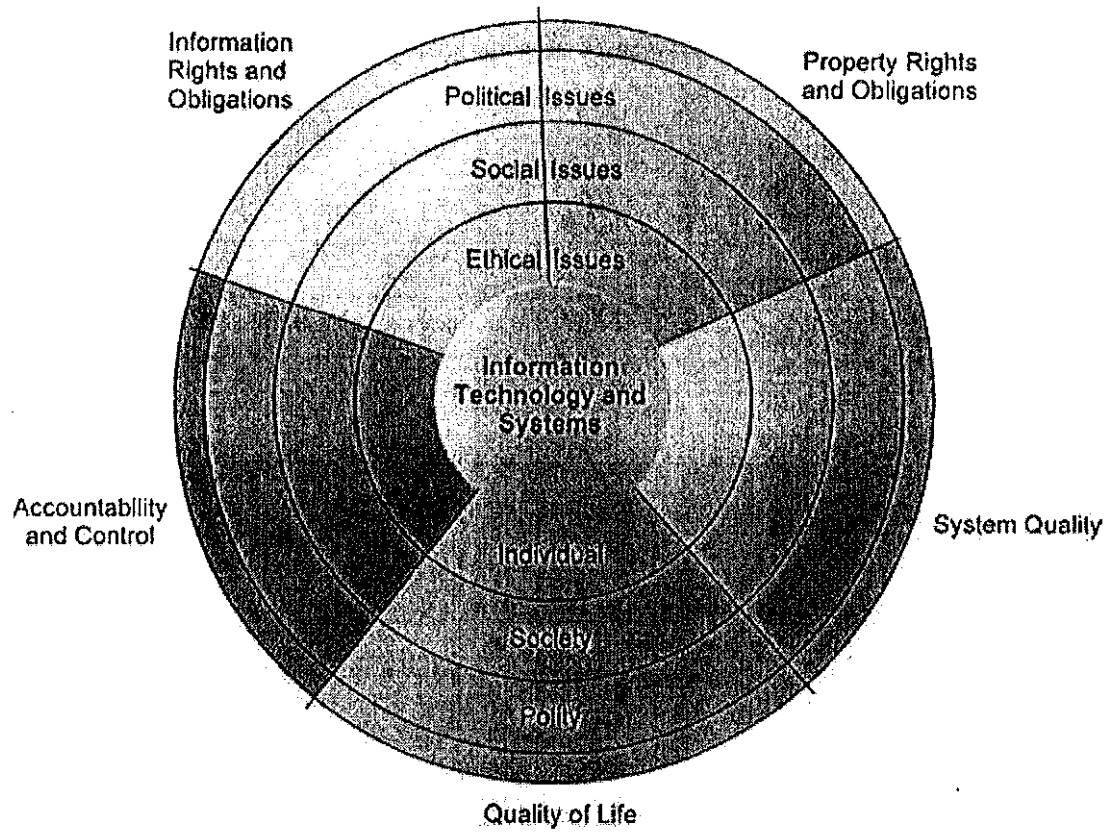


b) Identify the improvements that can be brought into the business in each stage (TPS, DSS, MIS and ESS) through Digitization of primary and secondary business processes. (16 Marks)

Question No. 2

a) Explain how digitization should be aligned with respect to the areas addressed below when you plan for digital transformation. (15 Marks)

THE RELATIONSHIP BETWEEN ETHICAL, SOCIAL AND POLITICAL ISSUES IN AN INFORMATION SOCIETY

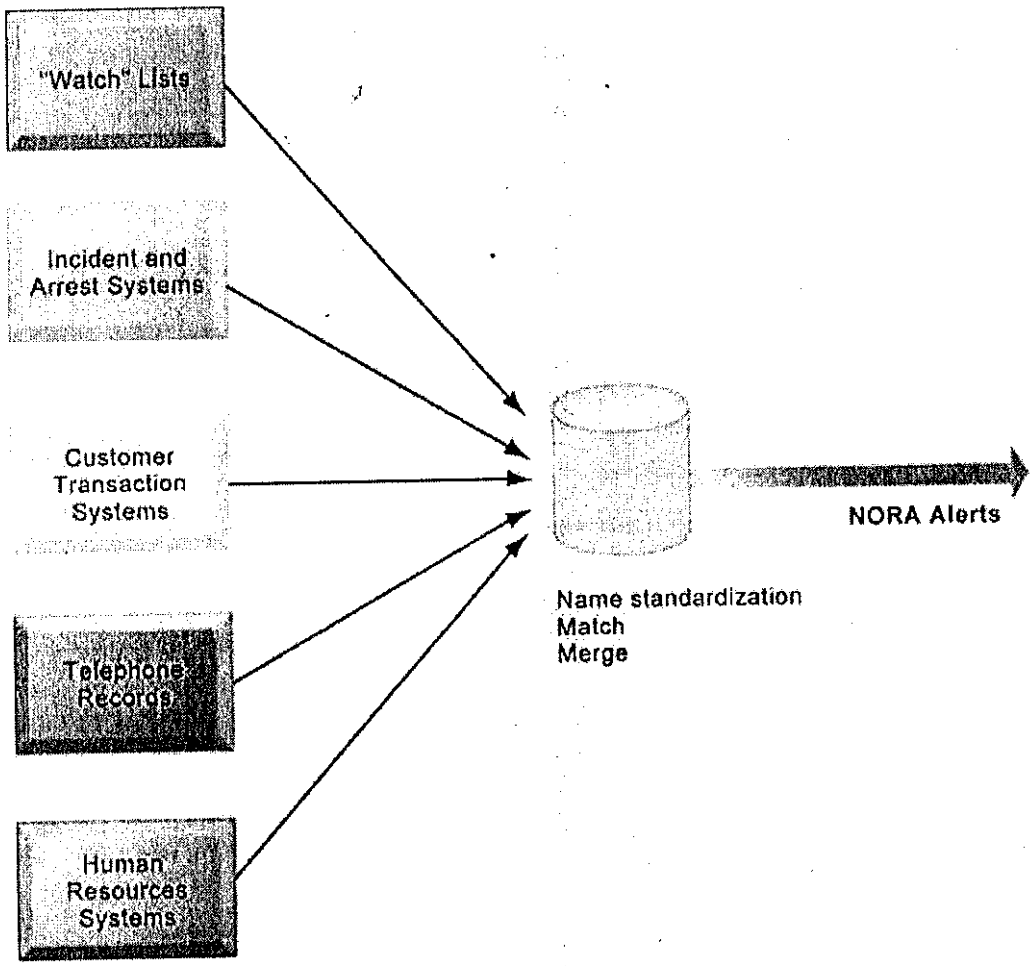


b) Explain your personal view on **Political influence** on Data Driven Decision Making in information society. (10 Marks)

Question No. 3

a) Explain how data warehouse can be used in digitization exercise with respect to areas shown below. (15 Marks)

Non-Obvious Relationship Awareness (NORA)



NORA technology can take information about people from disparate sources and find obscure, nonobvious relationships. It might discover, for example, that an applicant for a job at a casino shares a telephone number with a known criminal and issue an alert to the hiring manager.

b) For each area identify sources of data and, develop a mechanism to obtain NORA from your database. (10 Marks)

Question No. 4

" The Internet provides marketers with new ways of identifying and communicating with millions of potential customers at costs far lower than traditional media."

Explain the above statement with respect to your organization and explain how the Internet based applications can be applied to business. (25 Marks)

Question No. 5

a) Analyze the organization you are working for with respect to 'information quality and decision-making process'. (10 Marks)

b) Develop a strategy to improve the decision-making accuracy by introducing or reengineering existing practices to make decisions more accurate than current state with respect to areas addressed below. (15 Marks)

Information Quality Dimensions

QUALITY DIMENSION	DESCRIPTION
Accuracy	Do the data represent reality?
Integrity	Are the structure of data and relationships among the entities and attributes consistent?
Consistency	Are data elements consistently defined?
Completeness	Are all the necessary data present?
Validity	Do data values fall within defined ranges?
Timeliness	Area data available when needed?
Accessibility	Are the data accessible, comprehensible, and usable?

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