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The Open University
04 SEP 2025
Study Centre

THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF MANAGEMENT STUDIES
BMSHONS IN MARKETING MANAGEMENT
MMU4303-INFORMATION TECHNOLOGY FOR MARKETING
CONTINUOUS ASSESSMENT TEST – 2024/2025
DURATION – TWO (02) HOURS

DATE: 4th September 2025 *Total Marks:100* *TIME: 9.30 A.M. – 11.30 A.M*

- Answer any four (4) questions of your choice.
- All questions carry equal marks.
- Start each answer on a new page.

Question 01: Case study

The Impact of Information Quality on Business Decision-Making

Burger Hub, a leading fast-food restaurant chain, planned to launch a new menu featuring healthy and plant-based options to meet evolving customer preferences. The management team relied on a new information system to make strategic decisions regarding menu design, pricing, and marketing. However, the information they received had many problems. Last year's sales data had errors, which caused wrong predictions about demand. Some customer surveys were old and did not show what customers currently wanted. Information about competitors was incomplete and missed important promotions. Also, some reports were too complicated for managers to understand. These problems led to real business issues: too much stock of unpopular ingredients, wrong pricing of menu items, and delays in marketing campaigns. As a result, the restaurant faced risks to both profits and customer satisfaction. The management decided to improve the information system more effectively and asked the IT manager to oversee the necessary enhancements.

Critically explain how the five valuable characteristics of an information system are important for effectively managing issues at Burger Hub.

(25 Marks)

Question 02:

Identify five business industries and explain the importance of information technology for each sector, providing suitable examples. **(25 Marks)**

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Question 03:

(a) What is the difference between data and information? Explain with a suitable example. (10 Marks)

(b) "With rapid advancements in artificial intelligence (AI), some argue that AI could replace human marketing managers in the near future." Do you agree or disagree with this statement? Justify your answer with relevant examples (15 Marks)

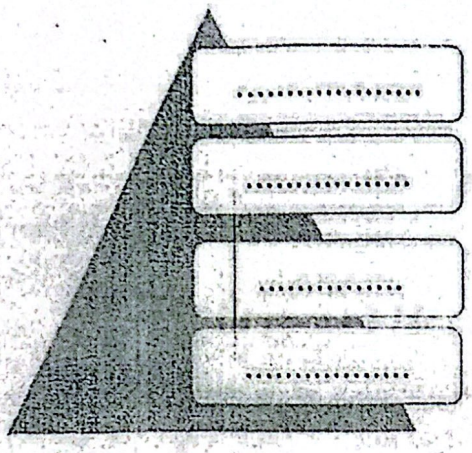
(25 Marks)

Question 04:

Define Collaboration Information Systems (CIS) and explain their real-world applications with suitable examples. **(25 Marks)**

Question 05:

Identify 4 major information systems used by different levels of staff in an organizational hierarchy. Explain them with suitability for each level. **(25 Marks)**



(Total 100 Marks)

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