THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF MANAGEMENT STUDIES
BMSHONS IN MARKETING MANAGEMENT
MMU4303-INFORMATION TECHNOLOGY FOR MARKETING
ACADEMIC YEAR – 2024/2025
FINAL EXAMINATION
DURATION – THREE (03) HOURS

DATE:20.12.2025 TIME: 1.30 P.M. – 04.30 P.M

- Answer Section A and Any Three (3) questions from Section B.
- Each question should be started on a new page.

Section A- Compulsory

Q01: Read the following case study and answer the questions given below.

Digital Transformation in Retail: Implementing an Integrated Information System

Nevon is one of the upcoming clothing brands in Sri Lanka, known for its fashionable and affordable apparel targeting young consumers. The company opened its first outlet in Nugegoda and later expanded to new branches in Galle, Ratnapura, and Panadura. Despite its rapid growth, Nevon still uses a manual system to manage customer details, billing, and inventory activities. Each branch operates separately, and data such as daily sales, stock levels, and customer records are maintained on paper or basic spreadsheets. This has created major difficulties in tracking real-time information, generating accurate reports, and making timely business decisions. The absence of a centralized system has also affected customer service and marketing coordination between branches. To overcome these issues, the management is now planning to implement an integrated information system that connects all outlets through a centralized digital platform.

a. Propose a suitable integrated information system and explain how it can support Nevon's marketing strategies and improve customer relationships. (15 Marks)

b. Evaluate the benefits of shifting from a manual business process to a digital system in the context of Nevon Clothing Brand. (10 Marks)

c. Discuss the possible challenges Nevon might face during system implementation and suggest strategies to ensure its successful adoption. (15 Marks)

(40 Marks)

Section B

Select and Answer 3 Questions from Section B

Q02: "With the rapid advancements in artificial intelligence (AI), some believe that AI may replace human marketing managers in the near future." To what extent do you agree or disagree with this view? Provide a justified answer with relevant examples. (20 Marks)

Q03:

(a) Identify four (4) major types of information systems used at different levels of an organizational hierarchy and explain why each system is suitable for its respective level. (12 Marks)

(b) Define Collaboration Information Systems (CIS) and explain their real-world applications with suitable examples. (08 Marks)

(20 Marks)

Q04:

(a). "The power of information technology to store and retrieve information can have a negative effect on the right to privacy of customers". Justify this statement with suitable examples. (10 Marks)

(b). "Digital marketing consists of several key components that help businesses reach and engage customers effectively". Select any five major components of digital marketing and discuss each one in detail with suitable examples. (10 Marks)

(20 Marks)

Q05: "Star Food Factory currently operates separate systems for customer management, HR, accounting, and supply chain operations. The newly appointed CEO proposes implementing an integrated ERP system." Discuss how ERP implementation can support Star Food Factory in delivering superior customer experiences and developing long-term customer relationships.

(20 Marks)

(Total 100 Marks)

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