THE OPEN UNIVERSITY OF SRI LANKA
COMMONWEALTH EXECUTIVE MASTER OF BUSINESS/PUBLIC ADMINSITRATION
FINAL EXAMINATION – 2008
MCP 1601 – MANAGEMENT INFORMATION SYSTEMS
DURATION : THREE (03) HOURS

Date : 6.12.2008	**Time : 9.30 am – 12.30 pm**

Answer any five questions.
All answers must be complete and written neatly and focused.
This question paper consists of six questions.

Question 01

(a) Explain the impact of Management Information Systems (MIS) on an organization considering its work, business functions, industrial competition and organizational strategy. (08 Marks)

(b) Write Short notes on
(i) Knowledge Management
(ii) Enterprise Resource Planning
(iii) Business Process Re-engineering Vs Total Quality Management
(12marks)

Question 02

(a) (i) Assume that you are an owner of a book selling firm. You wish to expand your business to electronic business. Briefly explain the desirable outcomes due to the use of e-business technologies. (04 Marks)
(ii) What are the main issues in implementing e-business in a local book selling firm? Explain your answer considering the Sri Lankan business and legal framework. (06 Marks)
(iii) Explain your suggestions for minimizing/eliminating the above stated problems. (04 Marks)

(b) Explain what is meant by "digital divide". How does it affect the implementation of e- business? (06 Marks)

Question 03

(a) Describe how the value chain analysis can be used as a model for an information system of organization. (06 Marks)

(b) (i) Assume that you are responsible for planning a Strategic Information System (SIS) for your organization. Explain how you use supply chain management approach in planning a SIS for your organization. (08 Marks)

(ii) Describe the benefits of supply chain management approach in planning for a SIS. (06 Marks)

Question 04

(a) "The Internet boosts the ability of a company to gain a sustainable advantage over its competitors". Do you agree or disagree with this statement? Explain giving suitable examples to support your answer. (06 Marks)

(b) Explain the major differences between standard collaboration and co-evolutionary approaches of strategic framework for e- business and information system planning. (06 Marks)

(c) Explain what you mean by channel enhancement strategies. What are the features that can be used for channel enhancement in e- business? (08 Marks)

Question 05

(a) (i) Briefly explain the differences between Portfolio Analysis and Balanced Score Card in evaluating information systems strategies. (06 Marks)

(ii) Explain how you use Balanced Score Card approach to evaluate the implementation of information systems. (06 Marks)

(b) Many organizations have embraced the concept of outsourcing for implementing information system in the last decade, but have found problems for which due consideration has not been given for certain tasks that are important for the organization. Some organizations have moved to "in-sourcing" to overcome these problems. (04 Marks)

(i) Briefly explain the problems in outsourcing.

(ii) Explain what measures should be used to overcome the above said problems? (04 Marks)

Question 06

(a) (i) Briefly explain the importance of customer relationship management for successful e-business implementation. (04 Marks)

(ii) Discuss the customer relationship management strategies used for e- business. (04 Marks)

(iii) Explain how the above stated strategies can be used for an interactive television services organization. (06 Marks)

(b) "The world wide web has created vast new opportunities for the development of global businesses through online presence. This, however, provides many challenges and even threats to businesses wanting or being forced to play in the global arena. The organizations that succeed in the global marketplace must be prepared to recognize the cultural issues which will affect their strategies". Considering the above given situation, describe cultural issues in creating global systems. (06 Marks)

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