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**THE OPEN UNIVERSITY OF SRI LANKA**
**COMMONWEALTH EXECUTIVE MASTER OF BUSINESS/PULIC ADMINISTRATION PROGRAMME**
**FINAL EXAMINATION -2010/11**
**MANAGEMENT INFORMATION SYSTEMS–MCP1601**
**DURATION THREE (03) HOURS**

**DATE: 04th December 2010** **TIME: 9.30am to 12.30pm**

**INSTRUCTIONS**

**01. Answer any FIVE (05) questions only.**
**02. Write legibly and be focussed.**

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**Q1.**

a) Explain the use of Information Technology as a strategic resource and its impact on the overall functioning of the organization.

(7 marks)

b) Distinguish between Information Technology and Information Systems using a suitable example.

(5 marks)

c) Briefly explain two different business models found in e- business networks. You should describe the features of each model, the key players and the specific services offered by each model.

(8 marks)

**Q2.**

a) What are virtual market eco systems and briefly describe the four stages of evolvement of these systems?

(7 marks)

b) Describe the three types of marketplace with respect to the parties those who control the marketplace.

(7 marks)

c) Explain briefly the issues involved in implementing E-business and Inter Organizational Operating Systems (IOS) strategies.

(6 marks)



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**Q3.**

a) What are the pros and cons of not providing operational level employees (like the sales force) with a physical office but instead equipping them with information technology for communications purposes(for example, notebook computers and Internet connectivity)?

(6 marks)

b) Briefly explain three critical success factors for e-business.

(6 marks)

c) Discuss why portfolio analysis is a good approach to balance a number of strategies in an organization.

(8 marks)

**Q4.**

A telecommunications company is considering its future business strategy. The Finance Director (FD) believes strongly that a formal approach should be adopted, whereby business objectives are agreed before an Information System (IS) strategy is formed. The FD requires that the strategy be developed using established techniques and suggests that Porter's Competitive Forces Model and Value Chain analysis process be adopted.

The Chief Information Officer (CIO) accepts this up to a point but argues that, in many industries, IS and the emergence of new technologies can influence future ways of conducting business and that the old model of "business first, IS second" may no longer be entirely relevant.

a) Describe Porter's Competitive Forces Model and his Value Chain Analysis process based on the above given scenario.

(8 marks)

b) Describe the effectiveness of these five forces of the competitive forces model for developing strategic objectives.

(5 marks)

c) Critically assess the CIO's assertion that "business first, IS second" may no longer be relevant, giving appropriate examples to justify your arguments.

(7 marks)

**Q5.**

a) Explain what is meant by transaction cost theory.

(5 marks)

b) Balance Score Card (BSC) is a tool to evaluate a company's efficient implementation of IT within the business context. Briefly explain the five principles of BSC approach.

(7 marks)

c) Briefly explain how the principles of BSC can be operationalized into measures of the current situation of an organization.

(8 marks)

**Q6.**

a) Briefly explain what are virtual cultural alliances and the difficulties faced, when forming such alliances.

(6 marks)

b) Discuss the Customer Relationship Management strategies used for e-business.

(6 marks)

c) Describe the advantages, disadvantages and social implications faced by both parties when a country such as US outsources E-commerce based processes to a country such as Sri Lanka.

(8 marks)

**Q7**

Write short notes on following topics

a) Digital Divide
b) Virtual market space
c) Value chain integration
d) Enterprise Resource Planning

(5 marks each)

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