THE OPEN UNIVERSITY OF SRI LANKA
COMMONWEALTH EXECUTIVE MASTER OF BUSINESS/PUBLIC ADMINISTRATION
FINAL EXAMINATION – 2014
MCP 1601 – MANAGING INFORMATION SYSTEMS
DURATION: THREE (03) HOURS

Date: 2nd August, 2014	**Time: 9.30 am – 12.30 pm**

Answer any FIVE (5) questions. This paper contains six questions.

1) a) Explain what is Business Process Reengineering (BPR) in the context of information systems, and describe situations in which BPR can be applied in an organization. (07 Marks)

b) 'Business to Business (B2B), Business to Consumer (B2C) and Consumer to Consumer (C2C) are three different Business Models.' Describe each model with suitable examples. (07 Marks)

c) Discuss the role played and the impact made by the Internet, for the business models stated in (b) above. (06 Marks)

2) Many organizations have chosen the concept of "outsourcing" for fulfilling their software requirements and implementing information systems, but have found problems in the process. Some organizations have moved to "in-house development" to overcome these problems, but with "in-house developments" too, there are various issues the firm has to encounter.

a) Explain the problems in outsourcing software solutions and implementing systems. (05 Marks)

b) Explain the measures that can be taken to overcome the above mentioned problems in outsourcing. (05 Marks)

c) Explain the problems that may occur with "in-house development" of software solutions and implementation. (05 Marks)

d) Explain what measures should the firm take to overcome the problems sated in (c) above. (05 Marks)

3) a) Assume that you are the Chief Information Officer (CIO) in your organization. Explain how you would use the Balance Score Card (BSC) technique during the process of aligning ICT strategies into your Business Cooperate Strategy. (07 Marks)

b) Explain the operational benefits a business organization receives when using Cloud Computing. (07 Marks)

c) As the CIO of your organization, explain why you should incorporate Green Computing as part of your IT strategy formulation process. (06 Marks)

4) a) What is a Virtual Organization? Explain. Discuss the operational advantages and disadvantages of a virtual organization. (07 Marks)

b) Explain how Intranets and Extranets facilitate Virtual Organizations. Use suitable examples. (07 Marks)

c) "The Internet provides many opportunities for global branding and customer relationship management". Explain how the Internet supports the above. (06 Marks)

5) a) "Free and Open Source Software" and "Commercial Software" are two possible software choices when it comes to implementing an MIS. Discuss the differences between the two software choices highlighting advantages and disadvantages of each approach. (07 Marks)

b) Assume that you have been appointed to introduce and develop a new MIS to your company. Discuss the benefits of following the Software Development Life Cycle (SDLC) when implementing an MIS for your organization. (07 Marks)

c) Discuss the differences between using traditional file based data storage and using a Database Management System (DBMS) when implementing an MIS for an organization. Explain the advantages and disadvantages of the two approaches. (06 Marks)

6) a) Assume that you are an owner of a firm selling audio CDs and you wish to expand your business to electronic business. Explain the desirable outcomes of utilizing e-business technologies. (07 Marks)

b) What are the main issues in implementing e-business for a firm selling local audio CDs? Explain your answer taking Sri Lankan business and legal framework into consideration. (07 Marks)

c) Explain your suggestions for minimizing or eliminating the above stated problems. (06 Marks)

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