THE OPEN UNIVERSITY OF SRI LANKA

COMMONWEALTH EXECUTIVE MASTER OF BUSINESS/PUBLIC ADMINISTRATION

FINAL EXAMINATION – 2017 DECEMBER

MCP1601 MANAGEMENT INFORMATION SYSTEMS

DURATION: THREE (03) HOURS

DATE : 2nd December, 2017	TIME : 1.30 pm – 4.30 pm

Instructions:

- Answer any **FIVE** (5) questions. All questions carry equal marks. (*20 marks each*)
- Illegible handwriting is liable to lose marks.

This question paper has two pages and contains 6 questions.

Question 1

a. Compare and contrast management information systems and decision support systems.
b. Advances in Information Technology has permitted "any information, at anytime, anywhere and any way one wants to look at it". Discuss how this philosophy impacts business functions.
c. Explain what is Business Process Re-engineering (BPR) in the context of information systems, and describe how BPR can be applied when transitioning to e-business.

Question 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. However, a firm has to face various issues with "in-house development" also.

a. Explain the problems in outsourcing software solutions and implementing systems.
b. Explain the measures that can be taken to overcome the above mentioned problems in outsourcing.
c. Explain the problems that may occur with "in-house development" of software solutions and implementation.
d. Explain what measures should the firm take to overcome the problems stated in (c) above.

Question 3

a. Describe how Information Technology flattens an organizational structure and how such flattening helps decision making process in the organization.
b. Explain the impact of the Internet on the five competitive forces, identified by Michael Porter.
c. Discuss the advantages of adopting a business network focus for strategic planning.

Question 4

a. Explain the difference in strategies followed by Knowledge-based (Knowcos) and physical good-based (Physcos) companies when adopting e-business.
b. Dis-aggregation involves examining the end customer value proposition for aspects that really give value to the end customer. Explain how the value chain can be re-aggregated effectively with the emergence of Internet and e-business.
c. Examine the issues of inefficiencies in the supply chain and their impact on the business firms.

Question 5

a. Explain the use of Balanced Scorecard with a suitable example.
b. Discuss the four perspectives of Balanced Scorecard including the possible performance measures for each perspective.
c. Explain why you would use a Balanced Scorecard before implementing the MIS at your business organization.

Question 6

Write short notes on the following. (*5 marks each*)

a. 'Customer Relationship Management systems' or 'Enterprise Resource Planning' and its advantages to organizations
b. Computer networks and its advantages
c. E-commerce and its advantages to sellers and buyers.
d. Ethical and moral issues in information based society.

(Copyrights Reserved)