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THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF ENGINEERING TECHNOLOGY
BACHELOR OF INDUSTRIAL STUDIES
FINAL EXAMINATION-2010/20111
MEX 5257 – INFOFMATION SYSTEMS MANAGEMENT

DATE : 10th March 2011
TIME : 0930hrs –1230hrs
DURATION : 03 hours

INSTRUCTIONS:
(a) Answer any five (05) questions only.
(b) All questions carry equal marks.

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1. What are the business benefits of information systems to support supply chain management, collaborative commerce and customer relationship marketing?
2. It is so difficult to build successful information systems including systems that promote competitive advantages. Discuss the concept in the light of Sri Lankan situation.
3. How has internet technology changed value proposition and business models in Sri Lanka? Discuss your answer with an example.
4. What kind of software and software tools do we need to run our businesses? What criteria should we use to select our software technology?
5. What is a data warehouse? How can it benefit organizations?
6. What telecommunication applications can be used for electronic business and electronic commerce? What are the problems facing electronic commerce?
7. Why the internet and World Wide Web are so useful for individuals and businesses?
8. What is Artificial Intelligence and why is it of interest to businesses? Discuss a few potential applications of Artificial Intelligence in business?

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