Institute of Human Resource Advancement (IHRA)

University of Colombo, Sri Lanka

Masters Degree in Business Management

Course - No 04 - 3rd Semester Examination

(Held in April 2017)

MBM/ 11 –Management Information Systems

Instructions to the Candidates

1. Total number of questions is Seven (07)

2. Answer any Five (05) questions.

3. Time allocated for the examination is Three (03) hours.

4. Total number of pages Two (02).

5. If a page or a part of this question paper is not printed properly, please Inform it to the Supervisor immediately.

6. Write your index number on all pages of the answer script.

1) a) What are the advantages of using cloud computing for a small and medium size (SME) organization?

(10 Marks)

b) Explain the role of complimentary assets in implementing information system within your organization.

(10 Marks)
(Total 20 marks)

2) a) Describe the capabilities of a digital firm. Why are digital firms so powerful?

(08 Marks)

b) Areas experiencing tremendous growth include:
- Internet of Things (IOT)
- Geographic information systems (GIS)
- 3-D Printing

Explain the use of the above technologies in business with examples.

(12 Marks)
(Total 20 marks)

3) a) "Enterprise resource Planning (ERP) system is a single IT system that integrates all departments and functions so that employees can make enterprise – wide decisions by accessing enterprise-wide information on all business operations". Explain the above statement in detail with respect to your organization.

(10 Marks)

b) Discuss in detail with suitable examples of how a company could use a Customer relationship Management (CRM) Systems to increase its competitive advantage.

(10 Marks)
(Total 20 marks)

4) a) What are the key management challenges involved in building, operating and maintaining information systems today?

(10 Marks)

b) "Strategic information systems support organizations to build strong relationships with customers and suppliers and increase customer and supplier intimacy". Explain the above statement with appropriate examples.

(10 marks)
(Total 20 marks)

5) a) What is the role of knowledge management systems in an enterprise? What organizational processes are supported by knowledge management applications?

(10 marks)

b) Explain how IT governance support organizations to control over the decisions, direction and performance of IT in achieving organizational strategic objectives.

(10 Marks)
(Total 20 marks)

6) a) What are the challenges posed by the existence of various types of information systems in an enterprise? How can these challenges be addressed?

(10 marks)

b) Information security become critical discussion point in any organization. Explain how information security can impact your organization with examples.

(10 marks)
(Total 20 marks)

7) a) Why do some firms obtain greater value from their information systems than others? Explain this in detail with appropriate examples.

(10 Marks)

b) How have the Internet and World Wide Web changed the roles played by information systems in organizations?

(10 Marks)
(Total 20 marks)

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