Institute of Human Resource Advancement (IHRA)
University of Colombo, Sri Lanka

Master of Science in Service Management Course No.05
2nd Trimester Examination

(Held in July, 2019)

MSM 5233 – Technology Management in Services

Instructions to the Candidates

(1) This paper consists seven (07) questions and two (02) pages.

(2) **Answer any five (05) questions.**

(3) Write your Index Number on all pages of answer scripts.

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

(5) Tie up all answer sheets at the end of the examination.

(6) If a page or a part of this question paper is not printed, please inform the Supervisor immediately.

1.

   a.   Select a service function of your choice and explain the use of technology to increase customer satisfaction and bring down the cost of the services?

                                                                   (10 Marks)

   b.   Discuss the possible Information Systems implementation challenges and explain how you would mitigate them for a successful IS implementation.

                                                                     (10 Marks)
                                                                    (Total 20 Marks)

2.

   a.   Explain the role of Management Information Systems (MIS), Decision Support Systems (DSS), and Executive Support Systems (ESS) with respect to your organization.

                                                                     (10 Marks)

   b.   Explain the role of knowledge management systems and discuss how it will benefit the organization to provide better services to customers.

                                                                     (10 Marks)
                                                                    (Total 20 Marks)

3.

   a.   Explain the digital systems implemented at your organization and how it is benefiting the organization in terms of achieving operational excellence.

                                                                     (10 Marks)

   b.   Some firms use enterprise systems to achieve competitive advantage over its rivals. Explain this statement with appropriate examples.

                                                                     (10 Marks)
                                                                    (Total 20 Marks)

4.

   a.   Explain how you will build an Information system for your organization. Explain the role of complimentary assets in building an information system.

                                                                     (10 Marks)

   b.   Explain the benefits of implementing a good customer relationship management (CRM) system?

                                                                     (10 Marks)
                                                                    (Total 20 Marks)

5.

    a. "Disruptive technology innovations are changing the way businesses are happening in enterprise and consumer markets". Explain the above statement with appropriate examples.

             (10 Marks)

    b. Discuss the evolution of IT infrastructure and explain the future trends in managing IT infrastructure in bringing down the cost while increasing availability and security.

             (10 Marks)

             (Total 20 Marks)

6.

    a. "Properly designed ICT governance framework will help an organization to increase the return on ICT investments". Explain the above statement in detail.

             (10 Marks)

    b. What is the attraction of business dashboards to a CEO? What real business value do they provide to top executives?

             (10 Marks)

             (Total 20 Marks)

7.

    a. What potential security problems do you see in the increased use of internet in service functions? Explain how to mitigate such problems for business continuity.

             (10 Marks)

    b. Most of organizations use investment appraisals in prioritizing ICT projects for implementations. Explain how companies should select best ICT projects to implement based on investment appraisal and other non-tangible benefits.

             (10 Marks)

             (Total 20 Marks)

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