

UNIVERSITY OF COLOMBO, SRI LANKA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration (Level II - Semester V) Examination, July -2022

FIN 3228/HRM 3200 - Management Information Systems

Instructions.

- Time allowed is **Two (02)** hours.
- This paper comprises **four (04)** questions on **two (02)** pages.
- Answer All Questions.
- This is an online and open book examination.

01.

Advicy Pvt (Ltd) is a medium sized management consulting firm that is experiencing a rapid growth evidenced by increased turnover. Company has been able to develop a range of new consultancy and business advisory services that it offers to its growing customer base. To cope with these developments, several organization-wide initiatives have been launched over the past two years. Though the company's existing financial resources are struggling to cope with these developments, management of the company has identified that its main software needs to be replaced within the next three months.

The proposed application software system was justified partly because it could reduce costs although precise details have not been given. Even though the company has identified that the proposed system does not fit the existing business processes exactly, the new system has the clear advantage of giving access to an industry best practice system as the proposed software is identical to the software's used by all its main competitors. A four-person project steering group has recommended that a phased approach should be used to introduce the new system to its users and the group has already undertaken most of the project planning. Suppose you are the Head of the Central Support Unit and you also serve on the project steering group.

- i. What are the suggestions you propose for the Advicy Pvt (Ltd) in order to make their existing business processes fitted to the new software?

(06 Marks)

ii. Explain why a phased approach to introducing the system is, in this case, more suitable than a direct changeover approach?

(08 Marks)

iii. Discuss the ways in which particular individuals and groups within Advicy are important for implementation to succeed.

(08 Marks)

iv. Explain the importance of a post-implementation review of the new software.

(08 Marks)

(Total 30 Marks)

02.

i. The supply and demand shocks brought on by the Covid-19 pandemic are forcing manufacturers to reassess their supply chains. Discuss three (03) major challenges imposed on organizational supply chains by the Covid-19 and elaborate how information systems solutions can be applied to overcome each challenge.

(15 Marks)

ii. "The emergence of the Internet has modified the traditional Porter's competitive forces model". Explain how internet has affected on the transition of Porter's model.

(15 Marks)

(Total 30 Marks)

03.

i. "Reduced transaction cost is a benefit of E-commerce". Explain.

(10 Marks)

ii. You are consulting with the owner of Better Bodies, a national chain of gyms. What strategies might Better Bodies use in applying information services to achieve a competitive advantage?

(10 Marks)

(Total 20 Marks)

04.

i. In what type of circumstances would you advise a company to use data mining?

(10 Marks)

ii. List at least three (03) conditions that contribute to data redundancy and data inconsistency.

(10 Marks)

(Total 20 Marks)
