UNIVERSITY OF COLOMBO, SRI LANKA

Faculty of Management and Finance

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

MKT 3228/HLM 3200 Management Information Systems

Two (02) Hours
Answer all questions printed in Three (03) pages

Question 1 and 2 are based on the case study provided

This is an Open Book Examination

Case Study

Peiris Tyre House is an established tyre service center in Colombo with a history of over 25 years. As an expert in the field, Peiris Tyre House caters to a range of customers who own vehicles from compact mini vehicles such as Alto, to middle range vehicles such as Toyota, Nissan cars and also the luxury end including BMW, Mercedes cars, SUVs and Jeeps. Mr. Peiris, the owner of Peiris Tyre House (Pvt) Ltd has maintained a sound relationship with almost all their customers and some customers have been visiting them for over 15 years and some customers are second generation customers. Mr. Peiris coming from humble beginnings is a very social person and never forgets to have a quick chat when their customers wait while the job is taken care of by the employees. This is known to be one of the biggest reasons why the customers have demonstrated such loyalty towards the business. Mr. Peiris decides the different discounts and offers given to the respective customers based on his level of relationship with the customers and depending on their loyalty towards the business. However, despite the 25+ year history, the business still mostly carried out their operations activities manually. Except for the stock management system that has not been updated in 7 years, they do not have any other digital implementations. Mr. Peiris also thinks Marketing does not bring in valuable results and has not tried any significant marketing activities for the business.

Mr. Peiris's elder son – Yasitha who is a graduate of the University of Colombo is now helping his father with operational and marketing activities. Being a Marketing graduate, Yasitha thinks Peiris Tyre House

must increase their marketing activities and consider some digital implementations in order to grow their business further.

1. Yasitha is considering implementing a new digitalized enterprise-wide system to Peiris Tyre House and needs to convince his father to approve the proposal. Yasitha is now trying to explain fundamental aspects related to implementing an information system.

    i. Differentiate between Information Systems and Computer based Information Systems.

    (04 marks)

    ii. Explain the components of a Computer Based Information System including examples.

    (06 marks)

    iii. Elaborate on the steps to be followed when implementing a new Management Information System at Peiris Tyre House.

    (15 marks)

    (Total 25 marks)

2. Mr. Peiris seems to be convinced about the suggestions made by Yasitha. But he still has a few more concerns related to the software requirement and is very concerned that he will be losing the personal touch with the business and customers.

    i. Yasitha believes a ready-made Software as a Service (SaaS) application would be more practical for implementation than a custom-built application. List the advantages and disadvantages of using SaaS application over a custom-built one.

    (05 marks)

    ii. Explain how an enterprise-wide Information System can be used to disseminate only relevant information to the respective teams, departments and levels of management within an organization with reference to different types of information systems.

    (10 marks)

    iii. Mr. Peiris is concerned whether important information relevant to the business will get into the hands of the wrong people and might affect the business negatively. In order to give a transparent view about the risks involved, explain three different types of privacy issues they may have to face and three internet security defense methods.

    (10 marks)

    (Total 25 marks)

3. Understanding customers, their behaviour and their individual requirements can draw competitive advantage towards a business. A Customer Relationship Management (CRM) system as part of a Management Information Systems play a major role in tracking and analyzing such important data and information.

i. Explain the benefits of a CRM system with examples.

(10 marks)

ii. Explain how a business can design more attractive service packages, promotions and loyalty programmes with insights generated through a CRM system.

(15 marks)

(Total 25 marks)

4. The world of technology is evolving fast and new trends emerge every now and then. Some of these trends are well adopted by the business world while some lose their hype due to the many technological challenges.

i. Briefly explain with examples, the challenges faced by local business organizations in using Marketing Information Systems amidst the current crisis situation in the country.

(10 marks)

ii. Write short notes on any three (03) of the following topics.
   a) Open Source Software Applications
   b) Business Process Reengineering
   c) ERP System
   d) Online Marketing Metrics
   e) Web 3.0 Technologies

(05 marks each x 3)

(Total 25 marks)