

Uva Wellassa University

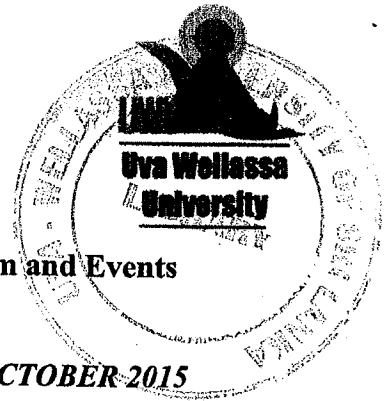
Faculty of Management

Degree of Bachelor of Business Management in Hospitality Tourism and Events

Management

THIRD YEAR FIRST SEMESTER EXAMINATION – SEPTEMBER/OCTOBER 2015

HTE 361-2 Management Information Systems



Instructions to candidates:

No. of pages : Three (03)
No. of questions : Six (06)
Time : Two (02) Hours
Marks allocated : 100 Marks

Index No:

Answer only Four (04) questions including question number One (01)

- 1) Information technology enhances business processes through increasing efficiency of existing processes and enabling entirely new processes that are capable of transforming the businesses. There are various types of Information Systems which cater to different management levels.
 - a) Discuss the role of information systems which specifically design to serve various levels of management in a business and their relationship to each other.

(15 Marks)
 - b) How Information systems enhance efficiency of business processes? Explain your answer with examples.

(10 Marks)

- 2) The introduction of new information technology has a ripple effect, raising new ethical, social, and political issues that must be dealt with on the individual, social, and political levels.
 - a) How do contemporary Information Systems and Internet create challenges to the protection of individual privacy and intellectual property?

(15 Marks)
 - b) Discuss the positive and negative aspects of information systems to day to day life.

(10 Marks)

- 3) Management Information Systems (MIS) give both large and small organizations additional flexibility to overcome the limitations posed by their size. Small organizations use information systems to acquire efficiency and reach of larger organizations. Large organizations use information technology to achieve some of the quickness and responsiveness of small organizations.
- a) What are the factors need to consider when planning a new system for an organization?
(15 Marks)
 - b) Explain the way that the Information Systems economically impact on business firms.
(10 Marks)
- 4)
- a) Business firms invest heavily on Information Systems to achieve six strategic business objectives. Discuss those objectives with examples.
(15 Marks)
 - b) Explain Organizations, Management and Technology dimensions of Information Systems?
(10 Marks)
- 5)
- a) Supply Chain is a network of Organizations and Processes for procuring materials, transforming them into products, and distributing the products.
Explain how supply chain management systems enhance the effectiveness of supply chain?
(10 Marks)
 - b) Customer Relationship Management Systems use a set of integrated applications to address all aspects of the Customer Relationship, including customer service, sales, and marketing.
Discuss how Customer Relationship Management systems help firms to achieve customer intimacy.
(15 Marks)

- 6) All firms share market space with competitors who are continuously developing new products, services and efficiencies. Hence, organizations apply various strategies to achieve competitive advantage for their own products.

Discuss how organizations use Information Systems to achieve competitive advantage through Porters five forces model.

(25 Marks)

