EASTERN UNIVERSITY, SRI LANKA

FACULTY OF COMMERCE AND MANAGEMENT

Second Year Second Semester Examination in Bachelor of Business Administration

and Bachelor of Commerce 2012/2013 (Repeat / Re-Repeat)

(August, 2015)

MGT 2063 Management Information System

Answer all questions   **Time: 03 Hours**

Q1. Read the Case study and answer the questions given below.

MIS IN YOUR POCKET

Can you run your company out of your pocket? Perhaps not entirely, but there are many functions today that can be performed using an iPhone, BlackBerry, or other mobile handheld device. The smartphone has been called the "Swiss Army knife of the digital age." A flick of the finger turns it into a Web browser, a telephone, a camera, a music or video player, an e-mail and messaging machine, and for some, a gateway into corporate systems. New software applications for social networking and sales force management (CRM) make these devices even more versatile business tools.

The BlackBerry has been the favoured mobile handheld for business because it was optimized for e-mail and messaging, with strong security and tools for accessing internal corporate systems. Now that's changing. Companies large and small are starting to deploy Apple's iPhone to conduct more of their work. For some, these handhelds have become necessities.

Doylestown Hospital, a community medical center near Philadelphia, has a mobile workforce of 360 independent physicians treating thousands of patients. The physicians use the iPhone 3G to stay connected around the clock to hospital staff, colleagues, and patient information. Doylestown doctors use iPhone features such as e-mail, calendar, and contacts from Microsoft Exchange ActiveSync. The iPhone allows them to receive time-sensitive e-mail alerts from the hospital. Voice communication is important as well, and the iPhone allows the doctors to be on call wherever they are.

Doylestown Hospital customized the iPhone to provide doctors with secure mobile access from any location in the world to the hospital's MEDITECH electronic medical records system.

1

MEDITECH delivers information on vital signs, medications, lab results, allergies, nu[...]
notes, therapy results, and even patient diets to the iPhone screen. "Every radiographic im[...]
patient has had, every dictated report from a specialist is available on the iPhone",
Dr. Scott Levy, Doylestown Hospital's vice president and chief medical officer. Doyles[...]
doctors also use the iPhone at the patient's bedside to access medical reference applica[...]
such as Epocrates Essentials to help them interpret lab results and obtain medic[...]
information.

Doylestown's information systems department was able to establish the same high lev[...]
security for authenticating users of the system and tracking user activity as it maintains w[...]
the hospital's Web-based medical records applications. Information is stored securely [...]
hospital's own server computer.

D.W. Morgan, headquartered in Pleasanton, California, serves as a supply chain consulta[...]
transportation and logistics service provider to companies such as AT&T, Apple Com[...]
Johnson & Johnson, Lockheed Martin, and Chevron. It has operations in more th[...]
countries on four continents, moving critical inventory to factories that use a just-in-time
strategy. In JIT, retailers and manufacturers maintain almost no excess on-hand inve[...]
relying upon suppliers to deliver raw materials, components, or products shortly befor[...]
are needed.

In this type of production environment, it's absolutely critical to know the exact momen[...]
delivery trucks will arrive. In the past, it took many phone calls and a great deal of [...]
effort to provide customers with such precise up-to-the-minute information. The compar[...]
able to develop an application called ChainLinq Mobile for its 30 drivers that updates shi[...]
information, collects signatures, and provides global positioning system (GPS) track[...]
each box it delivers.

As Morgan's drivers make their shipments, they use ChainLinq to record pickups an[...]
updates. When they reach their destination, they collect a signature on the iPhone scre[...]
collected at each point along the way, including a date- and time-stamped GPS [...]
pinpointed on a Google map, are uploaded to the company's servers. The servers make[...]
available to customers on the company's Web site. Morgan's competitors take a[...]

minutes to half a day to provide proof of delivery; Morgan can do it immediately.

TCHO is a start-up that uses custom-developed machinery to create unique chocolate flavours. Owner Timothy Childs developed an iPhone app that enables him to remotely log into each chocolate-making machine, control time and temperature, turn the machines on and off, and receive alerts about when to make temperature changes. The iPhone app also enables him to remotely view several video cameras that show how the TCHO FlavorLab is doing. TCHO employees also use the iPhone to exchange photos, e-mail, and text messages.

The Apple iPad is also emerging as a business tool for Web-based note-taking, file sharing, word processing, and number-crunching. Hundreds of business productivity applications are being developed, including tools for Web conferencing, word processing, spreadsheets, and electronic presentations. Properly configured, the iPad is able to connect to corporate networks to obtain e-mail messages, calendar events, and contacts securely over the air.

Questions:

i)   What kinds of businesses are most likely to benefit from equipping their employees with mobile digital devices such as iPhones, iPads, and BlackBerrys?

(04 Marks)

ii) State the problems the businesses in this case study solved by using mobile digital devices.

(08 Marks)

iii) What kinds of applications are described here? What business functions do they support? How do they improve operational efficiency and decision making?

(08 Marks)

iv) D.W. Morgan's CEO has stated, "The iPhone is not a game changer, it's an industry changer. It changes the way that you can interact with your customers and with your suppliers." Discuss the implications of this statement.

(08 Marks)

(Total 28 Marks)

Q2. **i)** "From a historical perspective, functional systems were the first kind of sys developed by business firms". Clearly explain one of the systems from funct perspective with examples.

(07 Ma

ii) "Constituency Perspectives identifies systems in terms of the major organizational gr that they serve". Briefly explain one of the system under Constituency Perspectiv how the systems have the relationship with one another.

(07 M

iii) Write the short notes on followings:
   a) Intranet
   b) Extranet

(2 * 02 M

(04 M

(Total 18 M

Q3. **i)** Briefly describe what is "Information System" and three dimensions of inform systems.

(06 M

ii) Briefly explain why should managers pay attention to business processes? What are benefits of using information systems to support business processes?

(06 M

iii) Describe Porter's five force model and state how internet would impact on comp forces and industry structure.

(06 N

(Total 18 N

Q4. i) Briefly explain how the information system strategies helpful to deal with competitiv

forces with real world examples.

(06Mark

ii) "Enterprise systems, also known as enterprise resource planning (ERP) Systems, sol

problem by collecting data from various key business processes". Explain how enterpri

applications promote business performance and what are the challenges faced by a

organisation in implementing the enterprise system.

(06 Mark

iii) Define the following terms:

    a) Responsibility

    b) Accountability

    c) Liability

(03 * 02 Mark

(06 Mark

(Total 18 Mark

Q5. i) Briefly explain the levels of IT infrastructure with suitable examples.

(06Mark

ii) "The negative social costs of introducing information technologies and systems a

beginning to mount along with the power of the technology". Briefly describe any th

(03) negative social consequences of systems.

(06 Mar

iii) "Ethical issues in information systems have been given new urgency by the rise of

internet and electronic commerce". Briefly state the key technological trends responsi

for ethical stresses.

(06 Mar

(Total 18 Mar