



**UNIVERSITY OF RUHUNA**  
**Faculty of Graduate Studies**  
**Degree of Master of Business Administration**  
**First Semester End Examination - February 2021**

MBA 203 – Management Information Systems

**Time: 03 Hours**

Answer Five (05) questions only

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**Question 01:**

- a) “Business firms invest heavily on information systems to achieve strategic business objectives”  
Critically explain above statement emphasizing the role of Information Systems in today’s  
business.  
(06 Marks)
- b) “Information requirements for decision making vary with the levels of management, nature of  
decisions made by managers, and functions of management”.

Do you agree? Explain your answer.

(06 Marks)  
(Total Marks 12)

**Question 02:**

In order to enhance the operational excellence and maximize efficiency in inventory control, the ABC Company is expecting to introduce “computerized inventory control system”. The management has appointed a steering committee to carry out feasibility study on this.

- a) Assuming that you are a member of the team, briefly explain what specific aspects you would  
take into account when carrying out the feasibility study.  
(04 Marks)
- b) In the designing stage of the computerized inventory control system, it is required to procure  
required software, hardware and information system services.

Briefly discuss the factors to be considered when acquiring the required software.

(04 Marks)

- c) Propose the most appropriate form of system conversion and justify your answer.

(04 Marks)  
(Total Marks 12)

**Question 03:**

“Ensuring the acceptance of all the end users has become a serious challenge in implementing information system as many individuals dislike changes”.

- a) Why individuals generally resist in adapting to the new information systems?

(04 Marks)

- b) List out and explain possible strategies can be pursued to manage the individual level resistance in adapting to the new information systems

(04 Marks)

- c) Critically analyze how “Levin's Three-Step Change Process theory” can be applied in ensuring the acceptance of the end users in new information system.

(04 Marks)

(Total Marks 12)

**Question 04:**

- a) Organizations need information systems plan that describes how information technology supports the achievements of their business goals. Describe major benefits of information systems under tangible and intangible benefits?

(04 Marks)

- b) Briefly explain the kinds of information systems problems result from poor project management.

(04 Marks)

- c) Why does development of new information systems need to address change management?

(04 Marks)

(Total Marks 12)

**Question 05:**

- a) Knowledge has become an important corporate resource that must be captured, protected, preserved, and grown. Briefly discuss how does knowledge management promote organizational learning? Why is it of great interest to business?

(06 Marks)

- b) Briefly describe how an Expert System works, and explain how it can contribute to knowledge management.

(06 Marks)

(Total Marks 12)

**Question 06:**

Write short notes on three (03) of the followings

- a) Information systems resource and activities
- b) Business intelligence and Business analytics
- c) Ethical and Social Issues in Information Communication Technology
- d) Unified Theory of Acceptance and Use of Technology (UTAUT)

(Each carriers 04 Marks)

(Total Marks 12)

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