



GIRNE AMERICAN UNIVERSTIY

FALL 2020/2021 FINAL EXAM

ISMA500 (Management Information System)

Duration: 40mins

Instructions for the exam: Answer all questions on a word document. To submit, upload your document on the section on the eLearning written “Final Exam sheet”. Please note that once 45mins elapses you will not be able to upload your document. So, use 40mins for the exam and 5mins to upload your answer document. In case an issue arises with Elearning, send your answer document to me via email before 7:50PM (joshuasopuru@gau.edu.tr)

Do not forget to save your document with your full name and student Number.

1. An international consultancy firm decides to implement a cloud-base system to manage their growing number of customers. Although the top management is excited about this new technology, the operational staff are however sceptical about it as they doubt their competence in using the new system.
 - a. Discuss the potential benefits of this new system to the organization. (10pts)
 - b. What category of problem is the business likely to face from the introduction of the system? (15pts)
 - c. In your opinion, how can they handle the problem? (10pts)
2. Senior management (SM) has noticed that the number of customers who subscribed to a service are currently unsubscribing from that package. Based on the system we discussed, what system can help SM get the total number of those who fall into this category, and what is this called? (15pts)
3. What part of the Supply Chain Management System is responsible to track and manage the suppliers of a firm’s supplier? (10pts)

4. A system that collects data from many divisions of a firm for use in nearly all of firm's internal business activities is called _____

(10pts)

5. Explain in details the differences between an analytical and operational CRM. (30pts)