EASTERN UNIVERSITY, SRI LANKA

FACULTY OF COMMERCE AND MANAGEMENT

Second Year - Second Semester Examination in BBA Honours/BCom
Honours - 2021/2022 (February/March 2024)

MGT 2042 Management Information System

Time: 02 Hours

Answer All Four (4) Questions.

Answers have to be given in the question paper itself.

Number of Pages: 11

For Examiners Use Only

Question	Allocated Marks	Actual Marks (1st Examiner)	Actual Marks (2nd Examiner)
Q1	25		
Q2	24		
Q3	24		
Q4	27		
Total	100		

Q1.

(a) *Indicate* why business organizations need information systems and information technolo
from the perspective of their strategic objectives.

1.	
2.	
3.	
4.	
5.	
6.	

(b) *List out* the key dimensions of an information system and *indicate* the key elements
sociotechnical system of an organization.

	Information system		Sociotechnical system
1.		1.	
2.		2.	
3.		3.	
4.		4.	

(c) *Compare* the Digital Markets with Traditional Markets based on the given criteria.

	Criteria	Digital Markets	Traditional Markets
1.	Search Cost		
2.	Menu Cost		
3.	Transaction Cost		
4.	Dynamic Pricing		
5.	Information Asymmetry		

(d) *"Many firms today enhance collaboration by embracing social business".* Following Table shows some of the applications of social business and their description. *Match* the correct description with the social business application.

1.	Communities	....	A. Connect through personal and business profiles
2.	Social marketing	....	B. Harness collective knowledge to generate new ideas and solutions
3.	Blogs and wikis	....	C. Coordinate projects and tasks; co-create content
4.	Shared workspaces	....	D. Publish and rapidly access knowledge; discuss opinions and experiences
5.	Crowdsourcing	....	E. Use social media to interact with customers; derive customer insights
6.	Social Networks	....	F. Discuss topics in open forums; share expertise

(Total 25 Marks)

Q2. *True or False Questions:* Please provide your correct answer (T or F) in the given boxes/cages.
Please DO NOT write or tick your answer (T/F) in the last column.

No.	Statement	T	F	
01.	**Information technology (IT) infrastructure** is considered as the shared technology resources that provide the platform for the firm's specific information system applications.			
02.	A DBMS reduces data redundancy and consistency by minimizing isolated files in which the same data are repeated.			
03.	Data in Peta bytes and Exabyte range is called **Big Data**.			
04.	**Application controls** are specific controls unique to each computerized application, it can be classified as input controls, processing controls, output controls and concurrent controls.			
05.	The services a firm is capable of providing to its customers, suppliers, and employees are an indirect function of its IT infrastructure.			

06.	Information rights and obligations, Property rights and obligations, System Quality, Accountability and Control and Quality of work life balance are the major ethical, social, and political issues raised by information systems.			
07.	The major problem areas of information system failure are design, data, cost, and operations.			
08.	ISO 26001 is an international standard that helps organizations manage the security of their information assets.			
09.	Cloud computing is a model of computing in which computer processing, storage, software, and other services are provided as a pool of virtualized resources over a network, primarily the Internet.			
10.	Risk Assessment, Security Policy, Information system management, Information Systems Auditing and Disaster Recovery and business continuity planning are five main components of an organizational framework for security and control.			
11.	Data security controls, implementation controls and software controls are some types of general controls.			
12.	**Business continuity planning** focuses on how the company can restore business operations after a disaster strikes and **Disaster recovery planning** devises plans for the restoration of computing and communications services after they have been disrupted.			
				(Total Marks: 12 x 2 =

(Total 30 Mar

Q3.

Multiple Choice Question: **Underline the most appropriate/suitable/correct answer.**

01. .... help managers and workers analyse problems, visual complex subjects, and create new products.
   (A) Models
   (B) Information Systems
   (C) Sociotechnical Systems
   (D) Information Technology
   (E) Internet of Things

02.

Information systems also require ...., which is output that is returned
to appropriate members of the organization to help them evaluate or correct the input stage.
  (A) information
  (B) feedback
  (C) operation
  (D) task
  (E) data

03. Out of the following which is not a feature of **Social Commerce**?
  (A) Newsfeed
  (B) Timelines
  (C) Network modification
  (D) Social sign-on
  (E) Social search

04. Out of the following which Act/Regulation/Circular/Guideline is a new e-Laws of Sri
     Lanka?
  (A) Online Safety Act
  (B) Intellectual Property
  (C) Software Crimes Act
  (D) Electronic Transactions Act
  (E) Information and Communication Technology Act

05. According to the Information and Communication Technology Act No. 27 of 2003 (ICT
     Act), as amended by Act No. 33 of 2008, which is the apex ICT institution of the
     Government of Sri Lanka?
  (A) Digital Transformation Agency of Sri Lanka
  (B) Department of Information and Communication Technology of Sri Lanka
  (C) Information and Communication Technology Agency of Sri Lanka
  (D) Information Technology Infrastructure Agency of Sri Lanka
  (E) Digital Sri Lanka Agency of Government

06. The Two-way Relationship between Organizations and Information Technology is
     mediated by many factors. Out of the following which is not a mediator?
  (A) Environment
  (B) Culture
  (C) People
  (D) Business Processes
  (E) Structure

07. Information systems that monitor the elementary activities and transactions of organizations are.....................
    (A) Operational Level System
    (B) Management Level System
    (C) Knowledge Level System
    (D) Transaction Level System
    (E) Strategic Level System

08. Which of the following may lead to competitive advantage?
    1. *New products, services, and business models*
    2. *Charging less for superior products*
    3. *Responding to customers in real time*
    (A) 1 only
    (B) 1 and 2
    (C) 2 and 3
    (D) 1 and 3
    (E) 1, 2, and 3

09. Sometimes a technology and resulting business innovation comes along to radically cha the business landscape and environment. These innovations are loosely cal ".."
    (A) machine learning technologies
    (B) information technologies
    (C) communication technologies
    (D) disruptive technologies
    (E) collaboration technologies

10. According to ...., the firm is viewed as a "nexus of contrac among self-interested individuals rather than as a unified, profit-maximizing entity (Jen and Meckling, 1976).
    (A) agency theory
    (B) transaction theory
    (C) transaction cost theory
    (D) social cost theory
    (E) network theory

11. Out of the following modules which is not a part of a typical ERP system?
    (A) The HRM module
    (B) The Corporate Management Module
    (C) The Order Management module
    (D) The CRM module
    (E) The finance and accounting module

12. An .... specifies the organization's rules for sharing, disseminating, acquiring, standardizing, classifying, and inventorying information.
    (A) IT policy
    (B) backup policy
    (C) information policy
    (D) Password policy
    (E) data security policy

                                                    (Total Marks: 12 x 2 = 24)

Q4. _Fill in the blank question:_ **Write down the most appropriate concept(s) or word(s) in the given blank for the following questions.**

(a)

01. Complementary Assets are the ...., Managerial, and Organizational Assets required to optimize returns from Information Technology Investments.

02. .... refer to the set of logically related tasks and behaviours that organizations develop over time to produce specific business results and the unique manner in which these activities are organized and coordinated.

03. A telecommunications environment provides .... by providing communication channels for text, voice, and video images.

04. Client/server computing is a ....computing model in which some of the processing power is located within small, inexpensive client computers, and resides literally on desktops, laptops, or in handheld devices.

05. .... is a commercial organization with a permanent connection to the Internet that sells temporary connections to retail subscribers.

06. .... integrates disparate channels for voice communications, data communications, instant messaging, e-mail, and electronic conferencing into a single experience where users can seamlessly switch back and forth between different communications modes.

07. ...., refers to practices and technologies designing, manufacturing, using, and disposing of computers, servers, and associa devices such as monitors, printers, storage devices, and networking and communicatio systems to minimize impact on the environment.

(07 Mar

(b) *Propose/Suggest* at least five (5) Information Technology or Information System bas **innovative solutions (your own new ideas)** to improve the higher education system of Lanka.

....
....
....
....
....
....
....
....
....
....
....
....
....
....
....
....
....
....
....
....

....

....

....

....

(05 x 02 = 10 Marks)

(c) *Develop* a comprehensive (detailed) **'Mind Map'** or **'Concept Map'** that must show all t
components (sections) of the field of *'Management Information System'* of an organizatic

(10 Marks)
(Total 27 Marks)