

**Eastern University, Sri Lanka**  
**Faculty of Commerce and Management**  
**Second Year - Second Semester Examination in BBA/BCom Honours**  
**2021/2022 (February/March 2024 (Repeat))**  
**MGT 2063 Management Information System**

Answer All Questions.

Time: 03 Hours

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**Q1. Read the following Case Study and answer the questions given below.**

**TELUS Embraces Social Learning**

TELUS is a Canadian telecommunications company that has been around for a century, and it wants to ensure that every Canadian is connected to the rest of the world, whether that connection is through wireless devices, the Internet, television, or traditional telephone lines. The company has 12.7 million customer accounts.

Providing superior service is an important corporate goal. Management believes that good teamwork and employee learning are vital for achieving this goal. Until recently, most employee learning at TELUS took place in formal classroom settings outside the company. Much of what employees learned depended on knowledge presented by instructors, and this learning method was expensive. Employees would be better off learning from each other's expertise, management concluded. Moreover, 40 percent of the TELUS workforce was expected to retire within the next 10 years, making it essential for the company to find multiple ways of sharing and preserving employee experience and knowledge.

The company decided to focus on making team member education more "continuous, collaborative, and connected" through informal and social learning, using mentoring, coaching, job rotations, videos, blogs, and wikis. TELUS set a 2010 learning budget of \$21 million, 40 percent of which was for informal and social learning and 60 percent for formal learning. (The year before, formal learning had accounted for 90 percent of the firm's \$28.5 million learning budget.)

To support the new learning initiative, TELUS harnessed the capabilities of Microsoft SharePoint Server 2010, which provides team members with a single point of entry to shared knowledge within the company and the ability to search all the company's learning assets simultaneously. TELUS used the SharePoint MySites feature to enable team members to create their own Web pages that describe their areas of expertise and special skills. Team members are able to see their positions and those of others in the organizational hierarchy, connect with colleagues, and establish informal groups with other people with similar skills. An Expert Search capability provides ranked search results identifying TELUS employees with expertise in specific areas. MySites also offers blogging tools for team members to build their own blogs and contribute to those of others. Through these blogs, a team member can locate an expert, discuss his or her experiences, share advice, and find the answers to questions without having to take a class or interrupt a colleague.

TELUS used SharePoint to develop team sites called My Communities, where project teams, departments, and other groups can work together and share documents and other content. They are able to create categories for classifying and tagging user generated content. TELUS Tube allows team members to post and view user-generated video of their

accomplishments on the job or questions to ask colleagues. Over 1,000 videos have been posted. A new learning management system working closely with SharePoint Server 2010 enables team members to track and display the formal learning courses they have taken, as well as the courses other team members have taken.

TELUS recognized that moving from formal learning to acquiring knowledge through employee collaboration and participation required a shift in company culture. “This is the scenario in which we can flip a switch and have everyone change their work habits overnight,” observed Dan Pontefract, Senior Director of Learning for TELUS. To ensure acceptance of and participation in the new social learning processes, the company launched an internal site showing tangible examples of the new collaboration tools and launched a blog to facilitate employee discussion. Pontefract includes information about the new initiative on his blog to help prepare team members for the shift.

The new SharePoint system gives TELUS team members much faster access to the skills and knowledge areas where they need help—they don’t need to wait for a formal learning class. Instead, team members can immediately reach out to colleagues who have expertise in a specific area, or they can read wikis and blogs, watch videos, and participate in discussions to find answers.

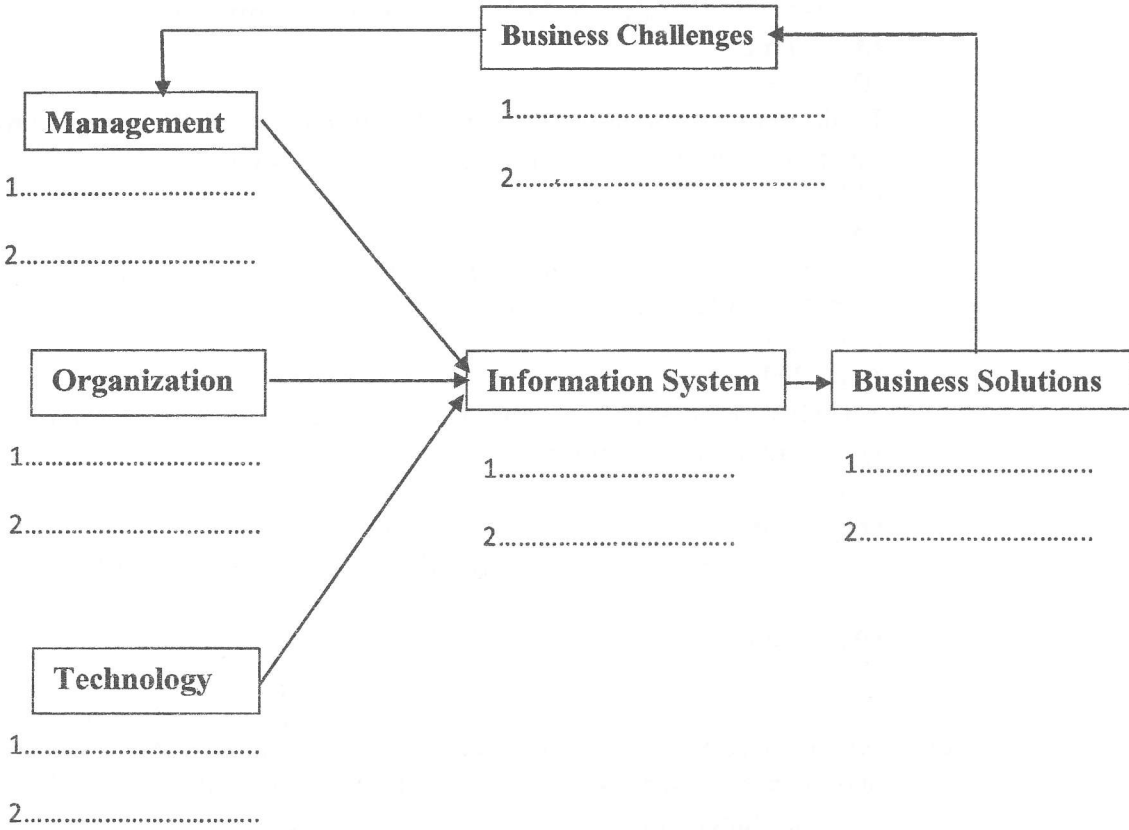
Implementing SharePoint reduced the TELUS learning budget to \$21 million in 2010. The company was able to trim this budget by 20 percent the following year as it continued its shift to informal and social learning. Further cost savings will occur as the new solutions take hold. In the TELUS three-year plan, formal learning will comprise 10 percent of the total learning budget.

- (a) **Case Study True or False Questions: Write the correct answer in your answer sheet.**
1. Microsoft SharePoint 2010 is a browser-based collaboration and document management platform, combined with a powerful search engine that is installed on corporate servers.  
(A) True  
(B) False
  2. Microsoft SharePoint Server 2010 is a company-wide platform for collaboration and work, and it took advantage of the software’s new “database” tools to facilitate collaboration and engagement.  
(A) True  
(B) False
  3. According to this case study, TELUS now relies on its internal enterprise social network for much of employee learning and problem-solving, and SharePoint integrates all of the ways employees learn and share knowledge—formal training classes, podcasts, blogs, videos, and corporate social networking.  
(A) True  
(B) False
  4. According to this case study, TELUS more effectively shares institutional knowledge and has reduced its costs due to Microsoft SharePoint 2010.  
(A) True  
(B) False

5. According to this case study, new technology alone would not have solved TELUS's problem. To make the solution effective, TELUS had to change its organizational culture and business processes for knowledge dissemination and employee learning.
- (A) True  
(B) False

(10 Marks)

- (b) **Case Study Questions: Finding evidences to support a conceptual model.**  
 Read the case study carefully and find **at least two (02) evidences/key facts (in the point format)** under the each concept presented in the following diagram.



(10 Marks)

(Total 20 Marks)

- Q2.
- (a) **Fill in the blank questions: Write most appropriate concept(s) or word(s) in your answer script.**
- ..... consists of all the hardware and software that a firm needs to use in order to achieve its business objectives.
  - An ..... can be defined technically as a set of interrelated components that collect (or retrieve), process, store, and distribute information to support decision making and control in an organization.
  - .....social, managerial, and organizational assets required to optimize returns from information technology investments.

4. Optimal organizational performance is achieved by jointly optimizing ..... systems used in production.

5. The ..... is a service provided by the Internet that uses universally standards for storing, retrieving, formatting, and displaying information in a page the Internet.

(b) **True or False Questions: Write the correct answer in your answer script.**

1. A backup policy specifies the organization's rules for sharing, disseminating, standardizing, classifying, and inventorying information.

(A) True

(B) False

2. Radio frequency identification (RFID) systems provide a powerful technology for the movement of services throughout the supply chain.

(A) True

(B) False

3. Information system continuity planning focuses on how the company can restore operations after a disaster strikes.

(A) True

(B) False

4. An MIS audit examines the firm's overall security environment as well as governing individual information systems.

(A) True

(B) False

5. The entire process of converting software to operate in a second language is called localization.

(A) True

(B) False

(c) *Identify* a very popular 'Research Area' in the field of 'Management Information and *propose* a suitable 'Research Title' in the identified research area and brief the importance of that research title.

(d) *What* issues must be addressed when building an e-commerce presence?

(Total 2

Q3.

(a) **Fill in the blank questions: By using most appropriate concept(s) or word most appropriate concept(s) or word(s) in your answer script.**

1. ....includes the strategy and policies for using information technology in an organization. It specifies the decision rights and framework for accountability that the use of information technology supports the organization's strategies and

2. The most widely used model for understanding competitive advantage is ..... competitive forces model.

3. People's Bank has become the first and only state bank to obtain ISO/IEC ..... certification the world's highest accreditation for information protection and security

the international Organization for Standardization (ISO) for the Bank's entire Information Technology System.

4. Sri Lanka Telecom PLC (SLT) launched its newly built, state-of-the-art, Tier 3 (Tier III) ..... in Pitipana-Homagama, Sri Lanka recently.
5. .... refers to all forms of human expression that can be put into a tangible medium such as text, CDs, or DVDs, or stored on any digital (or other) media, including the Web.

(05 Marks)

(b) **True or False Questions: Write the correct answer in your answer script.**

1. Enterprise applications automate processes that span multiple business functions and organizational levels and may extend outside the organization.
  - (a) True
  - (b) False
2. Collaboration is working with others to achieve shared and explicit goals.
  - (a) True
  - (b) False
3. There is a two-way relationship exists between organizations and information technology.
  - (T)
  - (a) True
  - (b) False
4. 'Permissions & privacy' is one of enterprise social networking software capabilities.
  - (a) True
  - (b) False
5. Environments and organizations have a reciprocal relationship.
  - (a) True
  - (b) False

(05 Marks)

(c) *Why information policy, data administration, and data quality assurance are essential for managing the firm's data resources? Explain.*

(05 Marks)

(d) *Why information systems are so essential for running and managing a business today? Explain.*

(05 Marks)

(Total 20 Marks)

Q4.

(a) **Fill in the blank questions: By using most appropriate concept(s) or word(s). Write most appropriate concept(s) or word(s) in your answer script.**

1. A ..... is a computerized system that performs and records the daily routine transactions necessary to conduct business, such as sales order entry, hotel reservations, payroll, employee record keeping, and shipping.
2. .... is a contemporary term for data and software tools for organizing, analyzing, and providing access to data to help managers and other enterprise users make more informed decisions.
3. The information is presented in the form of a ....., which displays on a single screen graphs and charts of key performance indicators for managing a company.

4. .... is the process of presenting a set of computing resources (computing power or data storage) so that they can all be accessed in ways not restricted by physical configuration or geographic location.
5. .... is the presence of duplicate data in multiple data files so that the same data are stored in more than one place or location.

**(b) True or False Questions: Write the correct answer in your answer script.**

1. Implementing information systems has consequences for task arrangements, structure, and the way people work.
  - (a) True
  - (b) False
2. Strong linkages to customers and suppliers decrease switching costs.
  - (a) True
  - (b) False
3. The value chain model highlights general activities in the business where strategies can be applied and where systems are most likely to have a strategic impact.
  - (a) True
  - (b) False
4. Cookies are big text files deposited on a computer hard drive when a user visits a website.
  - (a) True
  - (b) False
5. The Golden Rule is about 'Do unto others as you would have them do unto you'.
  - (a) True
  - (b) False

**(c) Specify five (05) management challenges in developing global information systems.**

**(d) Indicate key security issues connected with 'Cloud Computing' and the 'Mobile Computing Platform'.**

(Total)

**Q5.**

**(a) Fill in the blank questions: By using most appropriate concept(s) or word(s) in your answer script.**

1. .... provides insights into corporate data that cannot be obtained by finding hidden patterns and relationships in large databases and inferring rules to predict future behaviour.
2. .... is a method of slicing digital messages into parcels called packets, sending the packets along different communication paths as they become available, and reassembling the packets once they arrive at their destinations.
3. .... integrates disparate channels for voice communications, instant messaging, e-mail, and electronic conferencing in a unified user experience where users can seamlessly switch back and forth between different communications modes.

4. .... are methods, policies, and organizational procedures that ensure the safety of the organization's assets, the accuracy and reliability of its records, and operational adherence to management standards.
5. .... refers to the policies, procedures, and technical measures used to prevent unauthorized access, alteration, theft, or physical damage to information systems.

(05 Marks)

(b) **True or False Questions: Write the correct answer in your answer script.**

1. Computer crime is the commission of legal acts through the use of a computer or against a computer system.
  - (a) True
  - (b) False
2. Computer abuse is the commission of acts involving a computer that may not be legal but that are considered unethical.
  - (a) True
  - (b) False
3. Computer vision syndrome (CVS) refers to any eyestrain condition related to display screen use in desktop computers, laptops, e-readers, smartphones, and handheld video games.
  - (a) True
  - (b) False
4. Information system infrastructure as the shared technology resources that provide the platform for the firm's generic information system applications.
  - (a) True
  - (b) False
5. Nanotechnology uses individual atoms and molecules to create computer monitors and other devices that are thousands of times faster than current technologies permit.
  - (a) True
  - (b) False

(05 Marks)

(c) "The major ethical, social, and political issues raised by Information Systems include the several moral dimensions". *List out* five such dimensions.

(05 Marks)

(d) *Explain* the connection between the firm, IT infrastructure, and business capabilities by using a diagram.

(05 Marks)

(Total 20 Marks)