

Eastern University, Sri Lanka
Faculty of Commerce and Management
Second Year - Second Semester Examination in
BBA Hons/BCom Hons - 2018/2019
(January– 2022) (Proper/Repeat)
MGT 2042 Management Information System

Question No.	Allocated Marks	Actual Marks
Q1	20	
Q2	30	
Q3	50	
Total Marks	100	

Answer All Questions

Time: 02 Hours

Answers to be written on the question paper itself.

Question 01: MCQ - Underline the most appropriate or correct answer (only one answer).

- Q1. The six important business objectives of information technology are new products, services, and business models; customer and supplier intimacy; survival; competitive advantage; operational excellence; and**
- (A) improved flexibility.
 (B) Improved effectiveness.
 (C) improved business practices.
 (D) improved efficiency.
 (E) improved decision making.
- Q2. Out of the following which is not a features of Social Commerce?**
- (A) Social sign-on
 (B) Social search
 (C) Network notification
 (D) Timelines
 (E) Feednews
- Q3. The use of information systems because of necessity describes the business objective of**
- (A) success.
 (B) improved business practices.
 (C) improved flexibility.
 (D) competitive advantage.
 (E) survival.
- Q4. Digital markets are very and because they operate with reduced search and transaction costs, lower menu costs, greater price discrimination, and the ability to change prices dynamically based on market conditions.**
- (A) small and effective
 (B) efficient and flexible
 (C) good and rigid

- (D) rigid and efficient
(E) dynamic and small
- Q5. Networking and telecommunications technologies, along with computer hardware, software, data management technology, and the people required to run and manage them, constitute an organization's**
- (A) Information system and technological platform.
(B) Data management environment.
(C) IT infrastructure.
(D) Networked environment and digital firm.
(E) Socio-technical system.
- Q6. The correct order of five stages of IT infrastructure evolution are:**
- (A) the client/server era, the mainframe era, the personal computer era, the cloud and mobile computing era, and the enterprise computing era.
(B) the mainframe era, the client/server era, the enterprise computing era, the cloud and mobile computing era, and the personal computer era.
(C) the mainframe era, the client/server era, the personal computer era, and the cloud and mobile computing era, and the enterprise computing era.
(D) the enterprise computing era, the mainframe era, the personal computer era, the client/server era, and the cloud and mobile computing era.
(E) the mainframe era, the personal computer era, the client/server era, the enterprise computing era, and the cloud and mobile computing era.
- Q7.is a computerized system that performs and records the routine transactions necessary to conduct business, such as sales order entry, ticket booking, hotel reservations, payroll, employee record keeping, and shipping.**
- (A) A transaction information system
(B) A transaction system
(C) A transaction decision-support system
(D) A transaction processing system
(E) A transaction management system
- Q8. A is a collection of independent firms that use information technology to coordinate their value chains to produce a product or service for a market collectively.**
- (A) portal
(B) value web
(C) value creator
(D) value addition
(E) social business

Q9.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.

- (A) Data science
- (B) Business information
- (C) Business knowledge
- (D) Business intelligence
- (E) Enterprise data and knowledge

Q10. A firm's describes how the firm will earn revenue, generate profits, and produce a superior return on investment.

- (A) IT model
- (B) revenue model
- (C) business model
- (D) Internet model
- (E) e-commerce model

(Total Marks: 10Q x 02 Marks = 20)

Question 02: Give sort answers in the given spaces.

01 is the process of presenting a set of computing resources (such as computing power or data storage) so that they can all be accessed in ways that are not restricted by physical configuration or geographic location.

02 Firms use, also known as enterprise resource planning systems, to integrate business processes in manufacturing and production, finance and accounting, sales and marketing, and human resources into a single software system.

03 An is a stable, formal social structure that takes resources from the environment and processes them to produce outputs.

04 According to, the firm is viewed as a “nexus of contracts” among self-interested individuals rather than as a unified, profit-maximizing entity.

05 According to, firms and individuals seek to economize on transaction costs, much as they do on production costs.

06 An exists when one party in a transaction has more information that is important for the transaction than the other party.

- 07 Analysis of data quality often begins with a, which is a structured survey of the accuracy and level of completeness of the data in an information system.
- 08 Businesses continuously seek to improve the efficiency of their operations in order to achieve higher profitability is termed as
- 09 consists of all the hardware and software that a firm needs to use in order to achieve its business objectives.
- 10 The value of investments in information technology depends to a large extent on investments in management and organization.
- 11 The field of tries to achieve the broader information systems literacy.
- 12 The to information systems emphasizes mathematically based models to study information systems, as well as the physical technology and formal capabilities of these systems.
- 13 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.
- 14 Hadoop is an framework managed by the Apache Software Foundation that enables distributed parallel processing of huge amounts of data across inexpensive computers.
- 15 is one of many tools managers use to cope with change.

(Total Marks: 15Q x 02 Marks = 30)

Question 03: Give very sort answers in the given spaces.

Q1 List out five (05) major characteristics of a digital firm.

1.	
2.	
3.	

4.	
5.	

Q2 Indicate five (05) main enterprise social networking software capabilities.

1.	
2.	
3.	
4.	
5.	

Q3 Identify five (05) mediating factors which are influencing the two-way relationship between organizations and information technology.

1.	
2.	
3.	
4.	
5.	

Q4 The most widely used model for understanding competitive advantage is Michael Porter's competitive forces model. List out its five (05) competitive forces.

1.	
2.	
3.	
4.	
5.	

Q5 What are the **Principal Tools** and **Technologies** for Accessing Information from Databases to improve business performance and decision making?

Q6 When using information systems for competitive advantage, it create two (2) main management issues. What are these two management issues?

1.	
2.	

Q7 The connection between the firm, its infrastructure, and business capabilities can be explained by using five key elements. List out these five (5) key elements.

1.	
2.	
3.	
4.	
5.	

Q8 Indicate the five (5) main components of an organizational framework for security and control.

1.	
2.	
3.	
4.	
5.	

Q9 Propose five (5) Information Technology or Information System based Strategies to transform business organizations as Green or Eco-Friendly Firms.

1.	
2.	
3.	
4.	
5.	

Q10 Briefly discuss the impact of COVID-19 Pandemic on transforming business organizations as digital firms (*please organize and write your brief discussion in points form*).

