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Eastern University, Sri Lanka

Faculty of Commerce and Management

Second Year - Second Semester Examination in BBA/BCom - 2017/2018

January-2020 (Proper)

MGT 2042 Management Information System

Time: 02 Hours

Answer All Four (4) Questions.

Answers have to be given in this question paper.

Number of Pages: 9

For Examiners Use Only

Question	Allocated Marks	Actual Marks (1 st Examiner)	Actual Marks (2 nd Examiner)
Q1	25		
Q2	25		
Q3	30		
Q4	20		
Total	100		

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Q1.

(a) "A digital firm can be defined along with several dimensions". How would you differentiate a **digital firm** from a **traditional firm**?

1.	
2.	
3.	
4.	
5.	

(b) Business firms invest heavily in information systems to achieve six strategic business objectives. List out the six (6) **Strategic Business Objectives of Information Systems**

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

(c) Identify at least five (5) important applications of social business inside and outside a firm.

1.	
2.	
3.	
4.	
5.	

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(d) Briefly explain five (5) business benefits of collaboration and social business.

1.	
2.	
3.	
4.	
5.	

(e) Firms use **enterprise systems**, also known as **enterprise resource planning (ERP) systems**, to integrate business processes of an organization. List out main components/sub-systems of ERP system of an organization.

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

(Total 25 Marks)

Q2.

(a) Briefly explain five (5) problems with the 'Traditional File Environment' and major capabilities of 'Database Management Systems' (Give your answers in the following table format).

	Problems with the Traditional File Environment	Major Capabilities of Database Management Systems
1.		
2.		
3.		
4.		
5.		

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(d) There are six areas that need to be addressed by the **IT Policies** of every company. List out at least **five (5)** such key areas that should be covered by the IT policies of a Private Company in Sri Lanka.

1.	
2.	
3.	
4.	
5.	

(e) What are the components of an organizational framework for security and control?

1.	
2.	
3.	
4.	
5.	

(Total 25 Marks)

Q3. True or False Questions: Please give your answer (T or F) in the given boxes/cages. Do not write your answer (T/F) in the last column.

No.	Statement	T	F	
1.	More formally, e-commerce is about digitally enabled commercial transactions between and among organizations and individuals.			
2.	Ubiquity, global reach, universal standards, richness, interactivity, information density, personalization and social technology are dimensions of e-commerce technology.			
3.	The practice of obtaining information or input into a task or project (to solve some business problem/customers problems) by enlisting the services of a large number of people, either paid or unpaid, typically via the Internet is called crowdsourcing.			
4.	Many information systems fail because of the opposition of either the environment or the internal setting.			

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5.	Implementation research to date has found a single explanation for system success or failure. Nor does it suggest a single formula for system success.			
6.	Identity management consists of business models and software tools for identifying the invalid users of a system and controlling their access to system resources.			
7.	To help businesses reduce costs and improve manageability, security vendors have combined various security tools into a single appliance, including firewalls, virtual private networks, intrusion detection systems, and Web content filtering and antispyam software. These comprehensive security management products are called universal threat management system .			
8.	Encryption is the process of transforming plain text or data into cipher text that cannot be read by anyone other than the sender and the intended receiver.			
9.	Information technology (IT) infrastructure is the shared technology resources that provide the platform for the organization's specific information system applications.			
10.	The Mobile Digital Platform, Consumerization of IT and BYOD, Quantum Computing, Virtualization, Cloud Computing, Green Computing, High-Performance and Power-Saving Processors are some of the current trends in computer software platforms.			
11.	The total cost of ownership (TCO) model can be used to analyse the direct and indirect costs to help firms determine the standard cost of specific technology implementations.			
12.	The value chain model highlights specific activities in the business where competitive strategies can best be applied (Porter, 1985) and where information systems are most likely to have a strategic impact.			
13.	The information systems department is responsible for maintaining the hardware, software, data storage, and networks that comprise the firm's IT infrastructure.			
14.	The introduction of new information technology has a ripple effect, raising new ethical, social, and political issues that must be dealt with only at the individual and social levels.			
15.	The ethical and social implications of information systems are now more far-reaching than ever, affecting individuals who use information systems such as managers and employees in business firms.			

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Q4. Multiple Choice Questions: (Underline Most Appropriate/Suitable Answer-ONLY ONE)

1. The order of E-Commerce Presence Timeline Phases are:
 - (A) Planning, Web site development, Web Implementation, Social media plan, Social media implementation, Mobile plan
 - (B) Web site development, Social media plan, Planning Web Implementation, , Social media implementation, Mobile plan
 - (C) Mobile plan, Planning, Web site development, Web Implementation, Social media plan, Social media implementation
 - (D) Planning, Mobile plan, Web site development, Web Implementation, Social media plan, Social media implementation
 - (E) Social media implementation, Mobile plan, Planning, Web site development, Web Implementation, Social media plan

2. Information System Problem areas are:
 - (A) Design, Operations, Cost, People
 - (B) Data, Cost, Task, Process
 - (C) Technology, Data, People, Operations
 - (D) Task, Technology, Structure, People
 - (E) Cost, Operations, Data, Design

3. Out of the following which is not an internal factor of Competitive Forces Model for IT Infrastructure?
 - (A) Competitor firm IT infrastructure investments
 - (B) Your firm's services
 - (C) Market demand for your firm's services
 - (D) Your firm's business strategy
 - (E) Your firm's IT strategy, infrastructure, and cost

4. Out of the following which is a Challenge Posed by Strategic Information Systems?
 - (A) Developing new products and services
 - (B) Managing employees of IT Department
 - (C) Aligning IT with Business Objectives
 - (D) Developing new business strategies
 - (E) Creating best practices and policies

5. All the hardware and software technologies which are needed to a firm to achieve its business objectives is.....
 - (A) Information Technology (IT)
 - (B) Information System (IS)
 - (C) Information System Literacy
 - (D) Information Technology Infrastructure
 - (E) Information and Communication Technology

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Fill in the blank questions: By using most appropriate concept(s) or word(s).

1. a movement between levels sociotechnical systems.
2. The to information systems emphasize mathematically based models to study information systems, as well as the physical technology and formal capabilities of these systems.
3. The in the organization is composed of three distinct entities. They are: (1) an information systems department, (2) information systems specialists and (3) both hardware and software.
4. An information system can be defined technically as a set of interrelated components that collect (or retrieve), process, store, and distribute information to support in an organization.
5. The field of deals with behavioural issues as well as technical issues surrounding the development, use, and impact of information systems used by managers and employees in the firm.

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Matching Questions: Match the right hand side meaning or definition with spaces given in the left hand side (Please specify the most appropriate one letter only in the given spaces).

1. data management technology.	A	Software governing organization of data on physical storage media is termed as..
2. emerging mobile platform.	B	new developments based on an array of new hardware and software technologies are
3. computer software.	C	Detailed, preprogrammed instructions that control and coordinate computer hardware components in an Information System is..
4. business model	D	How a company produces, delivers, and sells a product or service to create wealth is termed as.
5. sales and marketing	E	Identifying customers, making customers aware of the product, selling the product is...
6. end users	F	A set of logically related tasks and behaviour that organizations develop over time to produce specific business results and the unique manner in which these activities are organized and coordinated.
7. Business Processes.	G	A service provided by the Internet that uses universally accepted standards for storing, retrieving, formatting, and displaying information in a page format on the Internet.
8. sociotechnical view.	H	Representatives of departments outside of the Information Systems Group for whom applications are developed...
9. processing	I	Optimal organizational performance is achieved by jointly optimizing both the social and technical systems used in production is...
10. Enterprise Applications.	J	The unique way in which organizations coordinate and organize work activities, information, and knowledge to produce a product or service is...
	K	The distribution of processed information to the people who will use it or to the activities for which it will be used.
	L	The conversion, manipulation, and analysis of raw input into a form that is more meaningful to human.
	M	Systems that span functional areas, focus on executing business processes across the business firm, and include all levels of management is..
	O	Integrate data from key business processes into single system is..

(Total 20 Marks)