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EASTERN UNIVERSITY, SRI LANKA
FACULTY OF COMMERCE AND MANAGEMENT
PART - II EXAMINATION IN BACHELOR OF BUSINESS
ADMINISTRATION / COMMERCE - 1998/1999 (EXTERNAL DEGREE - MARCH - 2005)
BBA/COM - 303 MANAGEMENT INFORMATION SYSTEMS

ANSWER FIVE (5) QUESTIONS INCLUDING QUESTION NO. ONE (1)

TIME : 03 HOURS

Q1. CASE STUDY : GENERAL ELECTRIC COMPANY

Computerized information systems can be important control mechanisms for insuring operations inside an organization. Operations can be logically arranged, streamlined and monitored at various point through an organization wide, computerized information system serves as a kind of organizational structure that parallels the organizations formal line of authority. Both structures control what happens inside the organization.

At the same time, the information system is increasingly being used by managers as a means for interacting more intelligently and quickly with people at other organizations. In other words, information system together with information technology can help managers deal more effectively with such external players as suppliers and competitors. In this way, information system becomes as much as accessory to strategic planning and operations management as it is to organizational structure.

General Electric Company Limited is a chain of well known one - stop shopping complexes. Facility wise it is more than a super market. It provides the facility for their customers to pay their insurance and utility bills. After knowing the role of information system together with information technology in obtaining edge over it competitors, the management has decided to undertake a project to implement the following facilities at the point of sales.

They wanted to have a personal computer at each complex designed for to collect and distribute all sort of information at the point of sale that is, during check out processes. Among the things that store managers can do with this information and the system's net work links are:

- Spot the dealing inventories and then orders new supplies by sending orders electronically to suppliers.
- Monitor which kind of products sell better than others (and at which times a day) and then enter into agreement with suppliers who make products tailored these buying patterns.

- Share store information with the head quarters information system that distributes buying trend and consumer preference information to other store managers.
- Coordinate shipments to each store in order to cut down on delivery time and bottlenecks.
- Making arrangements for the customers to settle their payments directly from their banks on-line at the point of sales.

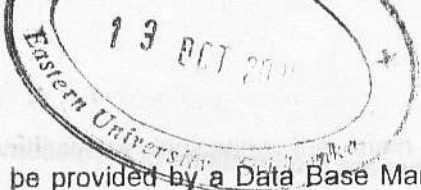
At present, the above mentioned activities are carried out by managers at the head office.

01)

- a) The Management of Electric Company Limited suspects that the proposed information system will affect the Organization's structure and lines of authority. Discuss. (07 Marks)
- b) Advise the Management of Electric Company Limited about the methods available in the field of information technology in implementing the project successfully. (07 Marks)
- c) Discuss the difficulty that will be encountered by the Management at General Electric Company both from internally and externally when implementing this project. (07 Marks)
- d) Discuss about the cost and benefits by implementing project in the view of customers and management. (07 Marks)

02)

- a) Identify and list out the main classification of the information system in an organization. (05 Marks)
- b) Explain how Information and Telecommunication influence technology the business organization. (06 Marks)
- c) Explain why knowledge of Information system is important for managers and identify five areas of information system knowledge they need. (07 Marks)



03)

- a) Discuss the capabilities that should be provided by a Data Base Management System (DBMS) (06 Marks)

- b) What are the responsibilities of the Data Base Administrator (DBA) and the Data Base Designers? (05 Marks)

- c) What are the competitive advantages of Strategic Information System? Explain (04 Marks)

- d) List of the dimensions of Strategic Information System. (03 Marks)

04)

- a) Explain the major trends in Business Telecommunications. (04 Marks)

- b) How can Internet improve customer value, relationships and service for a business? (06 Marks)

- c) Discuss the following new data base trends:
 - 1. Distributed data base
 - 2. Data warehouse
 - 3. Data mining
 - 4. On-line analytical processing(OLAP)(08 Marks)

05)

- a) What are the functions of a Telecommunication System? (05 Marks)
- b) "Identification of user needs in full is important for system development" discuss this statement. (05 Marks)
- c) Identify problems posed by enterprise networking implementation in an organization. (05 Marks)
- d) Define following terms:
1. Internet working
 2. Electronic Commerce
 3. Browser
- (03 Marks)

06)

- a) Identify the main approaches in Building Information Systems; evaluate each approach. (10 Marks)
- b) The network topology is the method in which the clients and servers are physically connected to each other in a network.
1. Give brief description about clients-servers model
 2. State three factors that would be considered when choosing a particular topology.

(08 Marks)

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ADMINISTRATION / COMMERCIAL
MARCH 2009 (EXTERNAL)
Time: 03 Hours
- a) Describe the ISO-OSI network architecture indicating the main functions performed by each layer. (07 Marks)
- b) Give your own example of how the type of transmission medium can affect the performance of a network. (05 Marks)
- c) List out of six factors that make it difficult to project the information systems in an organization. (06 Marks)
- a) Describe "General Control" and (Application Control) for information system. (06 Marks)
- b) Identify the factors that must be considered when developing the controls and security for information systems. (06 Marks)
- c) Explain, the three main approaches used in auditing information system. (06 Marks)

