



UNIVERSITY OF KELANIYA – SRI LANKA

Centre for Distance and Continuing Education

FACULTY OF COMMERCE & MANAGEMENT STUDIES

Bachelor of Commerce (Special) Degree Fourth Year Examination (External) – 2015/ 2016

May 2022

BCOM E4033 – Management Information Systems

No. of questions: Four (04)

Time: 03 hours

Answer all questions.

Question No. 01

a) Distinguish between e-commerce and e-business.

(05 Marks)

b) E-tailer and Service Provider are commonly observed e-commerce business models. Explain those two models with real-world examples and identify most applicable revenue models respectively.

(08 Marks)

c) Discuss the importance of having a dedicated e-commerce presence for a selected organization by highlighting the unique benefits.

(12 Marks)

(Total 25 Marks)

Question No. 02

a) What is a Database? Briefly describe.

(05 Marks)

b) Elaborate the importance of cloud databases.

(08 Marks)

c) Discuss the importance of Database Management Systems (DBMS) in contrast to Traditional Independent Systems.

(12 Marks)

(Total 25 Marks)

Question No. 03

a) Why information systems are vulnerable for threats? Explain.

(05 Marks)

b) Elaborate Denial of Service attacks and Ransomware as potential threats for organizational information assets.

(08 Marks)

c) Discuss the importance of establishing proper information security practices for an organization.

(12 Marks)

(Total 25 Marks)

Question No. 04

a) What is an Information System? Briefly describe.

(05 Marks)

b) How a typical information system serves the main management levels within an organization. Explain.

(08 Marks)

c) Business firms invest heavily in information systems to achieve strategic business objectives. Discuss.

(12 Marks)

(Total 25 Marks)