



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) – 2021
August - 2024

BCOM E 4033- Management Information Systems

No. of Questions : Four (04)

Time: 03 hours

Answer all questions only.

Question No. 01

- a) What is an Information System? Briefly describe your answer by distinguishing between Information Technology and Information System.
(06 Marks)
- b) What are the challenges for information systems in modern business organizations? Explain.
(07 Marks)
- c) Business firms invest heavily in information systems to achieve strategic business objectives. Explain those objectives.
(12 Marks)
- (Total 25 Marks)**

Question No. 02

- a) Distinguish between data and information using an example.
(06 Marks)
- b) What is the relationship between information systems and computerized information systems? Discuss.
(07 Marks)
- c) Identify and discuss the major types of information systems that serve the main management levels of an organization.
(12 Marks)
- (Total 25 Marks)**

Question No. 03

- a) Identify three different possible causes which create risk for data and information in any information systems.

(05 Marks)

- b) A traditional file environment can create several problems for any organization. Discuss any four (4) problems that can be caused by this file approach.

(08 Marks)

- c) How are information systems transforming business, and why are they so essential for running and managing a business today? Discuss.

(12 Marks)

(Total 25 Marks)

Question No. 04

- a) What is E-Commerce? Briefly describe.

(05 Marks)

- b) Briefly explain the following E-Commerce models by providing examples.

- Business to Consumer (B2C)
- Business to Business (B2B)
- Consumer to Consumer (C2C)

(06 Marks)

- c) Identify and briefly explain any three (3) key security threats in the e-commerce environment?

(06 Marks)

- d) Discuss the role of social media in the promotion and growth of e-commerce businesses.

(08 Marks)

(Total 25 Marks)