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University of Kelaniya – Sri Lanka

Centre for Distance and Continuing Education

Faculty of Commerce and Management Studies

Bachelor of Business Management (General) Degree Second Year Examination – 2016

September – 2022

BMGT E2055 – Business Information Systems

Time: Three (03) Hours

Read the given instructions carefully

- Answer all the questions.
- This paper consists of Two (02) parts.
 - Part I: 35 structured questions which carry a total of seventy (70) marks.
 - Part II: 02 essay questions which carry a total of thirty (30) marks.
- Answers for the questions in Part I should be provided on the question paper. (Answers for the questions in Part I that are provided in the answer booklet will not be considered for marking).
- Answers for the questions in Part II should be provided in the answer booklet given by the examination staff at the examination hall.
- For Part II, begin each answer on a separate page in the answer booklet.

Part I

For this Part I, provide answers to the questions given on this question paper itself. Do not write any answer in the answer booklet provided.

Read each statement carefully and state whether they are **TRUE** or **FALSE** by underlining the appropriate word given in the bracket at the end of each statement.

1. Transaction Processing Systems (TPS) use advanced analytical models to support management decisions that are unique and rapidly changing (**True / False**).
2. Enterprise applications are designed to coordinate multiple functions and business processes (**True / False**).
3. A copyright grants the owner an exclusive monopoly on the ideas behind an invention for 20 years (**True / False**).
4. Supply chain planning systems enable the firm to model its existing supply chain, generate product demand forecasts, and develop optimal sourcing and manufacturing plans (**True / False**).
5. The most widely used model for understanding competitive advantage is Michael Porter's competitive forces model (**True / False**).
6. The presence of duplicate data in multiple datafiles is an advantage of traditional file processing systems (**True/False**).
7. The table is the primary storage object for data in a relational database (**True/False**).
8. E-commerce technologies are poor and less powerful than previous ones such as radio, television, and telephone (**True/False**).
9. eBay and Amazon belong to C2C type of e-commerce (**True / False**).
10. A data warehouse is a database that stores current and historical data (**True/False**).

Underline the most appropriate answer.

11. Which one of the following information systems use a digital dashboard?
 - a) Transaction Processing System
 - b) Management Information System
 - c) Decision Support System
 - d) Executive Support System

12. NOT a true statement regarding the organizational environment.
- a) Organizations and environments have a reciprocal relationship
 - b) Organizations are open to but independent from the social and physical environment
 - c) Organizations can influence their environments
 - d) Environments generally change faster than organizations
13. A business process is a collection of _____
- a) routines
 - b) standard operating procedures
 - c) business procedures
 - d) business functions
14. A Decision Support System (DSS) serves
- a) Operational-level managers and employees
 - b) Middle-level managers and employees
 - c) Top-level managers and employees
 - d) Knowledge workers
15. Implementing information systems mainly has consequences for _____
- a) task arrangements, structures, and people
 - b) culture, structures, and politics
 - c) structure, business process, and people
 - d) culture, management, and employees
16. Successful collaboration requires an appropriate organizational structure and culture, along with appropriate _____
- a) collaboration technology
 - b) collaboration quality
 - c) firm performance
 - d) employee support

17. NOT a competitive force that comes under Michael Porter's competitive forces model
- a) Traditional competitors
 - b) Customers
 - c) Government
 - d) Suppliers
18. Which one of the following best describes "IT Infrastructure"?
- a) It involves both physical devices and software applications that are required to operate entire enterprise
 - b) IT infrastructure basically involves only all type of hardware components included in a computer system
 - c) IT infrastructure mainly consists of the software applications which can boost the computer system's efficiency
 - d) Even though the physical devices are part of the IT infrastructure, software applications are not included
19. Which one of the following is correct about the business intelligence?
- a) Organizations use the structured information only to improve business performance and decision making
 - b) Data warehouse has been the traditional tool for analyzing corporate data for the past two decades
 - c) Relational DBMS and data warehouse products are well suited for organizing and analyzing big data
 - d) Hadoop can be used to handle structured data, but not the unstructured data
20. Which one of the following is NOT a unique feature of e-commerce, digital markets, and digital goods?
- a) Global reach: the technology reaches across national boundaries
 - b) Richness: Video, audio, and text messages are possible
 - c) Compared to the physical stores, e-commerce possess a low level of customization
 - d) E-commerce provides a high level of interactivity with the user compared to the traditional businesses

21. In Free/freemium revenue model,
- a) A website generates revenue by attracting a large audience of visitors who can then be exposed to advertisements
 - b) Companies derive revenue by selling goods, information, or services to customers
 - c) Firms earn revenue by offering basic services or content for free and charging a premium for advanced or special features
 - d) Firms earn revenue by receiving a fee for enabling or executing a transaction
22. Which one of the following is INCORRECT in relation to IT enabled organizational changes?
- a) The radical and the most complex form of business change is called paradigm shift
 - b) The simple, and less complex form of business change is rationalization of procedures
 - c) Most powerful type of organizational change is business process redesign
 - d) The most common form of IT-enabled organizational change is automation
23. Which one of the following is NOT a computer hardware platform trend?
- a) Consumerization of IT and BYOD
 - b) Virtualization
 - c) Green Computing
 - d) Service oriented architecture
24. Big Data is often characterized by 3 “V” s. Which one of the following is NOT a part of 3 “V” s.
- a) Volume
 - b) Variety
 - c) Velocity
 - d) Variance

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25. Which one of the following might NOT be an appropriate statement regarding a digital firm?
- a) Business relationships are digitally enabled and mediated
 - b) Business processes are accomplished through digital networks
 - c) Linked with multiple organizations
 - d) Does not use computer networks

(2* 25 = 50 Marks)

Provide answers to the following questions within the space provided only in the question paper

26. Define what an Information System is.

(02 Marks)

27. List four (04) environmental actors that interact with an information system

- i. _____
- ii. _____
- iii. _____
- iv. _____

(02 Marks)

28. Explain the difference between transaction processing systems and decision support systems by filling the following table with very brief statements.

	Transaction Processing Systems do the following only	Decision Support Systems do the following only
1		
2		

(02 Marks)

29. Write down two (02) moral dimensions of the information age

- i. _____
- ii. _____

(02 Marks)

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30. What is the “Push-based Model” in Supply Chain Management?

(02 Marks)

31. Mobile digital platform is one of the current trends in computer hardware platforms. Briefly state two (02) features of the Mobile digital platform.

(02 Marks)

32. What are the three (03) major types of e-commerce?

- i. _____
- ii. _____
- iii. _____

(02 Marks)

33. What are the six (06) core activities of the Systems Development Process?

- i. _____
- ii. _____
- iii. _____
- iv. _____
- v. _____
- vi. _____

(02 Marks)

34. What does each short term below stand for?

- i. IaaS - _____
- ii. SaaS - _____

(02 Marks)

35. State two (02) complementary assets that are necessary to gain value from IT investments.

- i. _____
- ii. _____

(02 Marks)

(Part I = Total 70 Marks)

Part II

Use the booklet given to answer the questions of Part II.

Question 01

- a) "A business process can be an asset or a liability."

Do you agree or disagree with this statement? Justify your answer.

(07 Marks)

- b) Describe how do customer relationship management systems help firms to achieve customer intimacy.

(08 Marks)

(Total 15 Marks)

Question 02

- a) Today, most of the business organizations strive harder to strengthen their IT Infrastructure that are required to operate the entire enterprise. However, embracing and managing the required IT Infrastructure is challenging. Briefly explain two (02) challenges of managing IT Infrastructure.

(06 Marks)

- b) Rapid technological advancements have created the e-commerce transactions more effective than ever before. Why has e-commerce grown so rapidly? Briefly explain your answer with suitable examples considering the unique features of e-commerce compared to the traditional marketplace set up.

(09 Marks)

(Total 15 Marks)

(Part II = Total 30 Marks)