University of Kelaniya – Sri Lanka

Centre for Distance and Continuing Education

Faculty of Commerce and Management Studies

Bachelor of Business Management (General) Second Year Examination (External) – 2019

May – 2023

BMGT E 2055 - Business Information Systems

Time: 03 hours

Read the given instructions carefully

- Answer all the questions.

- This paper consists of <u>Two</u> (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

Read the following statements carefully and indicate whether they are **true** or **false** by underlining the appropriate word given in brackets at the end of the question.

1) The behavioral approach to information systems emphasizes the mathematical models to study the information systems (True/False)

2) Structured decisions are always taken by top management. (True/False)

3) Providing contents and communities are two main types of e-commerce. (True/False)

4) Trojan horses can be called as software programs that look good but do something other than expected. (True/False)

5) The knowledge work system directly supports the collection, storage, distribution and deployment of digital content and knowledge. (True/False)

6) Information system that process data generated by an organization's daily operations are known as Transaction Processing System(TPS). (True/ false)

7) Functional organizational structure is more appropriate in complex and changing environments. (True/ false)

8) A Management Information System (MIS) is a special type of information system that serves middle management. (True/ false)

9) Only small businesses can benefit from the use of customer relationship management systems. (True/ false)

10) The 'Planning Phase' can be described as the heart of supply chain management components (True/ false)

Underline the most appropriate answer

11) Which one of the following is not an ethical dimension associated with information technology,

   a) Property Rights and Obligations

   b) System Quality

   c) Corporate Culture

   d) Information Rights and Responsibilities

12) A revenue model where an e-commerce company charges sellers a fee for every transaction made through them is, known as,

   a) Sales Revenue Model

   b) Transaction Fee Revenue Model

   c) Affiliate Revenue Model

   d) Freemium Revenue Model

13) A Malicious software that does not have much influence of human behavior to spread and can work independently without being connected to other computer program files is called as,

   a) Worms

   b) Virus

   c) Spyware

   d) Trojan Horse

14) A sniffer attack is called as,

   a) An eavesdropping program that monitors information passing through a network.

   b) An attack which replaces attackers' own content with their own messages to embarrass the website owners.

   c) An attack which redirects a web link to a different address than the intended one by pretending to be the intended destination.

   d) A crime that involves obtaining key pieces of personal information, such as Social Security identification numbers, driver's license numbers or credit card numbers, to act like someone else.

15) What is organizational learning?

   a) An act of organizing continuous training programs for the employees of an organization.

   b) It is the act of employees of an organization developing their knowledge through gaining experience.

   c) The process by which an organization develops over time by gaining experience and using that experience to create knowledge.

   d) It is the process of creating a suitable environment for employees to learn by the organization.

16) The use of computers to combine data from various sources to create electronic documents containing detailed information about individuals is called,

   a) Duplication

   b) Nonobvious Relationship Awareness (NORA)

   c) Profiling

   d) None of the Above

17) Which one of the following is correct?

    a)   Tacit knowledge is knowledge acquired through incidental activities or without awareness that learning is taking place.

    b)   Information as well as data can be directly used to make management decisions.

    c)   The knowledge obtained by turning data into information leads to create wisdom in managers.

    d)   Tacit knowledge is knowledge that can be directly expressed as well as easily shared between people.

18) A type of information system would be,

    a)   Transaction Processing Systems

    b)   Management Information Systems

    c)   Executive Information Systems

    d)   All of the above

19) The initial stage of the supply chain process is _____.

    a)   Sourcing phase

    b)   Organizing stage

    c)   Planning phase

    d)   Directing phase

20) The purpose of supply chain management is to _____.

    a)   Increase the level of production

    b)   Supply and demand management and integration

    c)   Improve the quality of products and services

    d)   Give satisfaction to the customer

21) _____, helps you choose a product.

    a)   Office Automation System

    b)   Management Information System

    c)   Transaction Processing System

    d)   Decision Support System

22) Not a component of customer relationship management,

   a)   Marketing automation

   b)   Sales automation

   c)   Distribution

   d)   Artificial intelligence

23) Organizational systems are most appropriate in which of the following situations?

   a)   When our employee skills match

   b)   When we have merged with another company

   c)   When we have experienced managers

   d)   When our company's performance has increased

24) Which of these is not an antivirus software?

   a)   Salesforce

   b)   TotalAV

   c)   Bitdefender

   d)   Intego

25) A component of a collaborative information system

   a)   Data

   b)   Software

   c)   Both 'a' and 'b'

   d)   None of the above

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

26) State two (02) major strategic objectives that a business organization is expected to achieve using information technology.

   I. ....

   II. ....

27) Briefly explain the basic role of an information system.

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28) State two (02) major technological trends that raise ethical issues associated with information technology.

   I. ....

   II. ....

29) Briefly explain the business perspective related to information technology.

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30) Explain what is e-commerce using suitable examples.

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31) Briefly explain four (04) reasons why e-commerce is different compared to the traditional markets.

    i. ....

    ii. ....

    iii. ....

    iv. ....

32) What is information?

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....

33) List the main business functions of a business firm.

    i. ....

    ii. ....

    iii. ....

34) Name three (03) components of customer relationship management

    i. ....

    ii. ....

    iii. ....

(02 Marks)

35) Who are password managers?

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(02 Marks in to 35 = 70)

(Total 70 Marks in Part I)

Part II

Question No. 01

a)   Briefly explain how information technology can be used to gain competitive advantage for any business organization.

(04 Marks)

b)   Not only the positive aspect, but there is also a negative aspect associated with information technology when it violates ethics. Briefly explain the above statement with suitable examples.

(05 Marks)

c)   Along with the development of information technology, business organizations must pay more attention to the risks and threats associated with it than ever before. Briefly explain three (03) strategies that an organization should implement to protect itself from the risks and threats related to information technology.

(06 Marks)

(Total 15 Marks)

Question No. 02

a)   What is customer relationship management ? Name two (02) types of customer relationship management techniques and briefly explain them.

(04 Marks)

b)   Supply chain management (SCM) is the process of optimizing product creation and flow from raw material procurement to manufacturing, logistics and distribution to the end customer. Explain how this happens.

(05 marks)

c)   Organizational systems are described in many management concepts, theories and practices. Mention three (03) advantages and three (03) limitations of organizational systems.

(06 marks)

(Total 15 marks)

(Total 30 marks in Part II)

9