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) – 2021

March – 2024

BMGT E 2055 - Business Information Systems

Time: 03 hours

Read all instructions carefully.

- Answer all questions
- This question paper consists of two parts.

    Part I : 35 structured questions, for 70 marks

    Part II : 02 Essay Questions, for 30 Marks

- Write the answers to the questions in Part I in this question paper itself (answers provided in the Part II answer booklet will not be marked).
- Answers related to Part II should be written only in the booklet provided by the examination staff.
- Start each answer to the question on a new page of the 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) Maintaining favorability with customers and suppliers does not bring competitive advantages to the business. **(True/False)**

2) In the digital firm, Managers solely depend on the data for making strategic decisions toward the organization's future. **(Truc/False)**

3) Information systems ensure the higher privacy and confidentiality of the information rather than Manual systems. **(Truc/False)**

4) The process of Knowledge management converts an organization's explicit knowledge in to tacit knowledge. **(True/False)**

5) "Sunsama" can only sync with Google calendars, not Outlook calendars. **(True/False)**

6) Matrix organizational structures reduce complexity. **(Truc/False)**

7) CRM systems solely consolidate customer information without offering any additional functionalities such as marketing automation, sales force automation, or contact center automation. **(True/False)**

8) Two-factor authentication (2FA) offers an additional security layer by requiring a second form of verification beyond just the password, significantly reducing the risk of unauthorized access even if the password is compromised. **(True/False)**

9) The primary goal of supply chain management is to minimize operational costs and maximize efficiency, without giving considerable attention to enhancing customer satisfaction and improving the overall customer experience. **(Truc/False)**

10) Collaborative information systems are exclusively designed for improving internal team communication but not for supporting cross-functional collaboration between different departments within a business. **(Truc/False)**

Underline the most appropriate answer

11) What are the strategies that used to absorb the competitive advantages of Michael Porter's model?

   a) Cost Leadership, Change Management, Effective Communication

   b) Differentiation, Niche Market, Cost Leadership

   c) Cost Leadership, Differentiation, Effective Communication

   d) Effective Communication, Change Management and Differentiation

12) What type of information vulnerability is created when procedures that should act as safeguards are inadequate?

   a) Policy Vulnerability

   b) Process Vulnerability

   c) Procedures Vulnerability

   d) Operating System Vulnerability

13) Identify the correct statement or statements:

   A: E-Commerce is bigger than E-Marketing

   B: But E-Business means an smaller thing than E-Commerce

   a) A is only correct

   b) B is only correct

   c) A and B are both correct

   d) None of these correct

14) Why does an organization practice ethics in the information system?

   a) Managing the knowledge of the organization.

   b) Monitoring the usage of the Information System.

   c) making an easy way to transmit the data.

   d) Ensuring the Security of the Information System.

15) Select the one, which is not considered a principle of information security triad (CIA)?

   a) Ensure the privacy and confidentiality of the information which are stored.

   b) Integrity of the shared information and decisions.

   c) Authentication for internal and external users to get access to the information system.

   d) Easily Available for authorized parties' purposes.

16) which statement gives attributes for "Tacit Knowledge" and "Explicit Knowledge" respectively?

   a) Objective and easily be Expressed

   b) Subjective and Logical.

   c) Organized and Cognitive

   d) Objective and Difficult to Transfer

17) Which app offers a calendar view to help visualize your work week?

   a) ClickUp

   b) Any.do

   c) Clockify

   d) Trello

18) What is a challenge of the functional organizational structure?

   a) High autonomy

   b) Clear promotion paths

   c) Slow adaptation

   d) Over-communication

19) Which component of Customer Relationship Management systems is specifically designed to automate repetitive tasks thereby enhancing efficiency in marketing efforts at various stages of the lead generation process?

a) Contact Center Automation

b) Sales Automation

c) Marketing Automation

d) Workflow Automation

20) Which type of software is crucial for safeguarding sensitive data by utilizing mathematical algorithms to transform readable data into a secure format ensuring unauthorized individuals cannot access the information without the correct decryption key?

a) Firewall software

b) Antivirus software

c) Encryption software

d) VPN services

21) Which component of supply chain management is essential for ensuring that the products are delivered to customers in a timely, cost-effective manner while maintaining quality standards?

a) Demand Forecasting

b) Inventory Management

c) Supplier Relationship Management

d) Customer Service Management

22) Considering the diverse applications of information systems in supporting business functions, which system is primarily responsible for managing and analyzing customer interactions and data throughout the customer lifecycle, helping businesses improve customer relationships, enhancing customer service, and driving sales growth?

a) Transaction Processing Systems (TPS)

b) Customer Relationship Management (CRM) Systems

c) Decision Support Systems (DSS)

d) Supply Chain Management (SCM) Systems

23) A type of information system

a) Transaction Processing Systems

b) Management Information Systems

c) Executive Information Systems

d) All of the above

24) What is a characteristic feature of an on-premises CRM (Customer Relationship Management) system?

a) The CRM software is hosted on the cloud by a service provider.

b) The company subscribes to the CRM software on an annual basis.

c) The company purchases licenses in advance and the software resides on the company's own servers.

d) Upgrades to the CRM software are managed and implemented by the service provider at no additional cost to the user.

25) What is one of the primary goals of a supply chain manager?

a) To increase the number of suppliers and logistics partners.

b) To maximize efficiency and minimize the costs associated with the organization's supply chain.

c) To focus solely on logistics and purchasing inventory.

d) To ignore technological advancements to maintain traditional methods.

Marks (2*25= 50)

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

26) Mention two strategic business objectives of an information system.

    a) ……………………………………………………..

    b) ……………………………………………………..

                                                     (02 Marks)

27) Briefly explain the fundamental role of the Cyber Security System.

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28) Explain the difference between E-Commerce and E-Business.

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29) Write down the sources of information vulnerabilities related to the information systems.

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30) List two examples of organizational application

a) ....

b) ....

(02 Marks)

31) Briefly explain what is the CRM (Customer Relationship Management)

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(02 Marks)

32) Briefly explain **Cloud-based CRM** (Customer Relationship Management) system.

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(02 Marks)

33) State two advantages of organizational systems.

a) ....

b) ....

(02 Marks)

34) What are the five(05) components that make up an information system?

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(02 Marks)

35) What type of information system is primarily used to support strategic decision-making by top management?

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(02 Marks)

(Total 70 Marks in Part I)

Part II

Question No. 01

a) Distinguish the "E-Commerce" and "Traditional Commerce".

(04 Marks)

b) Justify the importance of practicing ethics in using information technology ·by exploring the multifaceted ethical issues surrounding information technology.

(05 Marks)

c) "Information systems bring competitive advantages for the Digital Firm". Do you agree with this statement? Justify your answer using the relevant model with examples?

(06 Marks)

(Total 15 Marks)

Question No. 02

a) Define SCM (Supply Chain Management)?

(03 Marks)

b) In general, there are different primary models that a company can adopt to guide its supply chain management processes. State and describe two (2) types of supply chain models.

(06 Marks)

c) State five (5) components of supply chain management and briefly describe two (2) of them.

(06 Marks)

(Total 15 Marks)