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) – 2022

December – 2024

BMGT E 2055 - Business Information Systems

Time: 03 hours

Instructions:

1. **This paper consists of two parts: Part I and Part II.**

   o **Part I**

      [i].   **Complete your answers directly on the question paper.**

      [ii]. **Submit the Part I of the paper to the examination hall officials.**

      [iii]. **Do not remove any page from Part I,**

2. **Part II**

   o **Use only the provided answer booklets and supplementary sheets for your answers.**

   o **Attempt only Two (02) out of the Three (03) questions. Each question carries 20 marks (Total of 40 marks).**

3. **Prohibited items**

   o **Mobile phones, smartphones, smart watches, or any other communication devices are strictly not allowed in the examination hall.**

4. **Marks Allocation**

   o **Part I: 60 marks**

   o **Part II: 40 marks**

Part I – Questions & Answer Script

Carefully read each statement and decide if it is true or false. Mark the most appropriate answer.

01. An Information System consists only of hardware and software, excluding people and procedures. (True/false)

02. Flexibility and mobility are among the ways information systems are transforming business organizations. (True/false)

03. Information systems increase the number of management layers in business organizations by complicating communication processes. (True/false)

04. Information technology, as a factor of production, increases the need for labor in areas traditionally dominated by middle managers and clerical workers. (True/false)

05. In a Knowledge Management System, the activities of acquisition, storage, and dissemination occur sequentially. (True/false)

06. Explicit information is highly subjective and challenging to formalize. (True/false)

07. Business Information Systems typically decentralize information, consolidating data in a separate, jumbled system or platform. (True/false)

08. Identity Management System outlines acceptable and unacceptable uses of hardware and telecommunications. (True/false)

09. Vulnerabilities cannot be presented in a system's hardware, software, or configuration. (True/false)

10. The concept of supply chain management originated in Marketing Management discipline. (True/false)

<div align="right">(1 mark x 10 = Total 10 marks)</div>

Underline the most appropriate answer.

11. Which of the following best describes an Information System?

    a) A collection of software programs used for coding and development

    b) A system that focuses solely on storing data without processing it

    c) A coordinated set of components that collect, process, store, and disseminate information

    d) A network of hardware devices used exclusively for communication

12. How can information systems improve business processes?

    a) By reducing operational costs through automation

    b) By increasing costs in business functions

    c) By increasing the complexity of decision-making

    d) By limiting access to real-time data

13. Which of the following strategies is recommended for dealing with Porter's Competitive Forces using information systems?

    a) Ignoring customer feedback to reduce operational costs

    b) Using information systems to differentiate products and services

    c) Focusing solely on cost reduction without considering market trends

    d) Limiting technological investment to avoid competition

14. How do global e-business and collaboration benefit from the use of digital platforms?

    a) By reducing access to international markets and opportunities

    b) By enabling businesses to reach global customers through mobile and digital platforms

    c) By focusing solely on in-person transactions and local business

    d) By limiting communication and collaboration to a single region

15. According to the sociotechnical systems perspective, what is necessary for an information system to function optimally?

a) Technology must be used independently without considering organizational factors

b) Technology and the organization must work together effectively

c) Organizational procedures should be ignored when implementing technology

d) Business practices should remain unchanged to ensure system efficiency

16. Which of the following is a primary goal of an Enterprise Resource Planning System (ERP)?

a) To decentralize data across various departments.

b) To integrate and streamline various business processes and functions into a single, unified system.

c) To protect data and systems from unauthorized access, alteration, or disruption.

d) To eliminate the need for collaboration between departments.

17. What role does an Executive Support System (ESS) typically play in an organization?

a) It provides top-level management with the tools, data, and insights needed for strategic decision-making.

b) It focuses on automating and processing routine transactions accurately and efficiently to support day-to-day operational activities.

c) It provides comprehensive and actionable information to support decision-making at various levels of management.

d) It limits information access only to the senior management.

18. Which of the following is a major ethical issue in the use of information technology?

a) Protecting data from unauthorized access

b) Improving the speed of data transmission

c) Increasing the amount of data stored

d) Reducing the size of the data files

19. What does the principle of "Integrity" in information security primarily focus on?

   a) Making sure information is available to authorized users at all times

   b) Encrypting data to prevent unauthorized access.

   c) Protecting sensitive data from being accessed by unauthorized users

   d) Ensuring information is accurate and unaltered by unauthorized parties

20. Which of the following best describes the "Explicit" aspect of Knowledge Management.

   a) Personal, context-specific, and hard to formalize or communicate.

   b) Often based on gut feelings or immediate insights, and it can be difficult to explain logically.

   c) Knowledge that can be documented, written down, and shared across individuals and organizations.

   d) Understood but not formally documented, often inferred from actions

21. A digital good is,

   a) A service provided remotely through the internet, like virtual tutoring.

   b) A product that exists only in a digital format and can be accessed online.

   c) A physical product sold through an e-commerce platform.

   d) None of the above is correct.

22. Who are the primary users of Supply Chain Management (SCM) systems?

   a) Sales, marketing, customer service

   b) Accounting, finance, logistics, and production

   c) Customers, resellers, partners, suppliers, and distributors

   d) All of the above

23. How can Customer Relationship Management (CRM) systems help businesses with decision-making?

    a)   By automating all decision-making processes

    b)   By eliminating the need for human decision-makers

    c)   By providing valuable data and insights for informed decisions

    d)   By reducing the number of decisions made by managers

24. How can CRM improve customer retention?

    a)   By ignoring customer feedback and complaints

    b)   By offering discounts to new customers only

    c)   By providing personalized experiences and timely support

    d)   By focusing solely on acquiring new customers

25. Which of the following is an example of a company that generates revenue using a subscription-based model?

    a)   Walmart

    b)   Amazon

    c)   Netflix

    d)   MyPoint

Provide your responses to the questions in the space allocated on the question paper.

26. What is meant by the "technical approach" and the "behavioral approach" in the context of contemporary approaches to business processes?

    • Technical Approach

    ....

    ....

    ....

- Behavioral Approach

....
....
....

27. State any four (04) characteristics of an organization that should be considered before implementing an Information System (IS)?

    I.   ....
    II.   ....
    III. ....
    IV.   ....

28. State two (02) ways where the Information System (IS) can be used for each of the following functional areas of a business;

    a. Manufacturing and production
        i. ....
        ii. ....

    b. Sales and marketing
        i. ....
        ii. ....

    c. Finance and accounting, and
        i. ....
        ii. ....

    d. Human resources Management.
        i. ....
        ii. ....

29. What are the main types of e-commerce?

....
....
....

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30. State the principles of CIA triangle for information security.

....

....

....

31. Maintain the intimacy with ...., and ...., generate competitive advantage to the organization via information system.

32. .... is an organization that utilizes digital networks and enterprise-class technology platforms to establish core business relationships and support critical functions and services.

33. What is a Security Patch? Explain briefly

....

....

....

34. What are the two (02) types of Information System Controls?

....

....

....

35. Write down any two (02) common forms of "System Abuse".

....

....

....

(02 marks each to 25 questions = 50 marks)

(Total 60 marks for part I)

Part II - Questions

Question No. 01

a) Briefly explain four (04) key strategic business objectives that businesses aim to achieve, providing examples for each.

(08 Marks)

b) E-commerce has significantly grown over time. How does e-commerce differ from traditional commerce? Explain with examples.

(08 Marks)

c) E-commerce businesses generate revenue in numerous ways. Briefly explain two (02) such e-commerce revenue models with examples.

(04 Marks)
(Total 20 Marks)

Question No. 02

a) Define the term Malware and explain two (02) types of Malwares.

(05 Marks)

b) Identify the Human Resource Information System (HRIS) and discuss its contribution to the organization's progress.

(07 Marks)

c) "Knowledge management should adhere to the ethical and security principles of information" Do you agree with this statement? Discuss.

(08 Marks)
(Total 20 Marks)

Question No. 03

a) Explain two (02) ways information systems can help businesses achieve their goals. Provide examples for each.

(10 Marks)

b) Discuss two (02) challenges businesses may face when implementing information systems and suggest solutions for these challenges.

(10 Marks)
(Total 20 Marks)

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