University of Kelaniya – Sri Lanka

External Examinations Branch
Faculty of Commerce and Management
Bachelor of Business Management (General) Degree Second Examination – (External) 2009
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BMGT E 2055 – Business Information Systems

Time: 03 Hours

This question paper comprises of 3 Parts - Part I, II, and III
Instructions :

(i)   Answer all the questions in Part I and II.

(ii)   Part I consists of 15 Multiple Choice Questions. Each question carries 2 Marks. Total Marks for Part I :- 15 x 2 = 30 Marks.

(iii)   Part II consists of 10 questions. Each question carries 2 Marks. Total Marks for Part II - 10 x 2 = 20 Marks.

(iv)   Part III consists of 3 questions. You have to select and answer 2 questions only. Each question carries 25 Marks. Total marks for Part III - 25 x 2 = 50 Marks.

(v)   It is compulsory to write the answers for the questions in Part I and II in the question paper itself and it should be attached to the answer booklet containing answers for Part III.

(vi)   Part I and II of the question paper should not be taken out of the Examination Hall.

(vii)   Do not use additional paper to write answers for the questions in Part I and II.

Part I

i)   Answer the questions of this section by drawing a clear line under the correct answer.
ii)   Each question has only one correct answer.

(01)   Which of the following consists of all the hardware and software, that a firm needs to achieve its business objectives?
a)   Database Technology
b)   Networking Technology
c)   Storage Technology
d)   Information Technology

(02)   The responsibility for monitoring the daily activities of a business falls to this organizational level,
a)   Senior Management
b)   Middle Management
c)   Operational Level Management
d)   Knowledge Workers

(03)   The linkage of two or more computers together to share data or resources is called a(n),
a)   System
b)   Network
c)   Protocol
d)   Information Technology Infrastructure

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(04) Systems which provide analytical models or tools for analyzing large quantities of data for Middle Managers, who face semi-structured decision making are known as,
a) Decision Support Systems (DSS)
b) Management Information Systems (MIS)
c) Executive Support Systems (ESS)
d) Transaction Processing Systems (TPS)

(05) Which business function is responsible for providing customer service and support?
a) Sales and Marketing
b) Production and Manufacturing
c) Accounting and Finance
d) Human Resource Management

(06) These systems typically provide periodic reports rather than instant information on operations,
a) Strategic - level Systems
b) Operational - level Systems
c) Management - level Systems
d) Knowledge Management Systems

(07) Which of the following is a technical tool which prevents unauthorized users from accessing private networks?
a) Encryption
b) Firewall
c) Intranet
d) Digital Certificate

(08) Identify the correct statement out of the following.
a) The Internet shrinks the information asymmetry.
b) E-Commerce increases the market entry costs for merchants.
c) Intranets are not useful for both traditional businesses and E-Businesses.
d) E-Commerce does not require changes in business process value chain to take the advantage of the technology.

(09) This electronic payment system extends the functionality of Credit Cards so that they can be used for on-line shopping payments.
a) Digital Wallets
b) Digital Credit Cards
c) Smart Cards
d) Digital Cash

(10) Which electronic payment system has specifically developed for making purchases of less than $10 in E-Commerce?
a) Smart Cards
b) Digital Cash
c) Digital Checking Accounts
d) Micropayments

(11) Which of the following represents a limiting factor for the growth of E-Commerce?
a) Persistent cultural attention for physical markets and traditional shopping experiences.
b) Inadequate selection of goods compared to physical market places.
c) E-Commerce lacks the convenience of other methods of transacting business.
d) The potential audience for E-Commerce is too low to support it as a wide spread method of Commerce.

(12) Malware includes all of the following except,
   a) Worms
   b) Trojan Horses
   c) Viruses
   d) Spoofing

(13) Firewalls perform all of the following functions except,
   a) Forbidding communications from untrustworthy sources
   b) Allowing communications from trustworthy sources
   c) Eliminating viruses and other malicious attacks
   d) Filtering traffic based on data packet attributes.

(14) The Internet shrinks the,
   a) Survival potential of banks
   b) Symmetrical relationships between businesses.
   c) Restrictions to access information
   d) Time and money factors in financing.

(15) A computer virus is,
   a) A Software written with malicious intent to cause annoyance or damage
   b) A process of scrambling a message so that it can not be read until it is unscrambled again.
   c) A small device that scans the number from credit cards.
   d) An ID checking tool to monitor who is logged onto a network.

Part II

(01) In this section, write the answers in the space provided underneath each question.

1) List the major components of an Information System?
   (a) ....   (c) ....
   (b) ....   (d) ....

2) Define an Information System?
   ....
   ....
   ....
   ....
   ....

3) List two (2) reasons why Information Systems are so important for businesses today.
   (a) ....
   (b) ....

4) What are the two (2) main ways of data processing in Transaction Processing Systems (TPS)?
   (a) ....
   (b) ....

5) List out four (4) functions that a Human Resource Information System would perform.
   (a) ....
   (b) ....
   (c) ....
   (d) ....

6) Expand the following abbreviations which are used frequently within the discipline of Business Information Systems.

(a) KMS - ....
(b) CBIS - ....
(c) ATM - ....
(d) HRIS - ....
(e) CAD - ....
(f) SCM - ....
(g) EFT - ....
(h) CAM - ....

7) List down the three (3) main steps of performing an E-Commerce transaction.

(a) ....
(b) ....
(c) ....

8) Match the descriptions given in side A with the concepts given in side B

Side A	Side B
a) Handles sales orders of customers ( )	a) Debtor Management
b) Keeps track of items in stock ( )	b) Creditor Management
c) Produces debtor statements of a firm ( )	c) Order Processing
d) Produces employee pay checks ( )	d) Payroll
	e) Inventory Control

9) Fill in the blanks of the following diagram using your knowledge on 'Information Systems in the Enterprise'.

Type of IS   **Group Served**

Executive Support Systems

-   Middle Managers

Transaction Processing
Systems   -
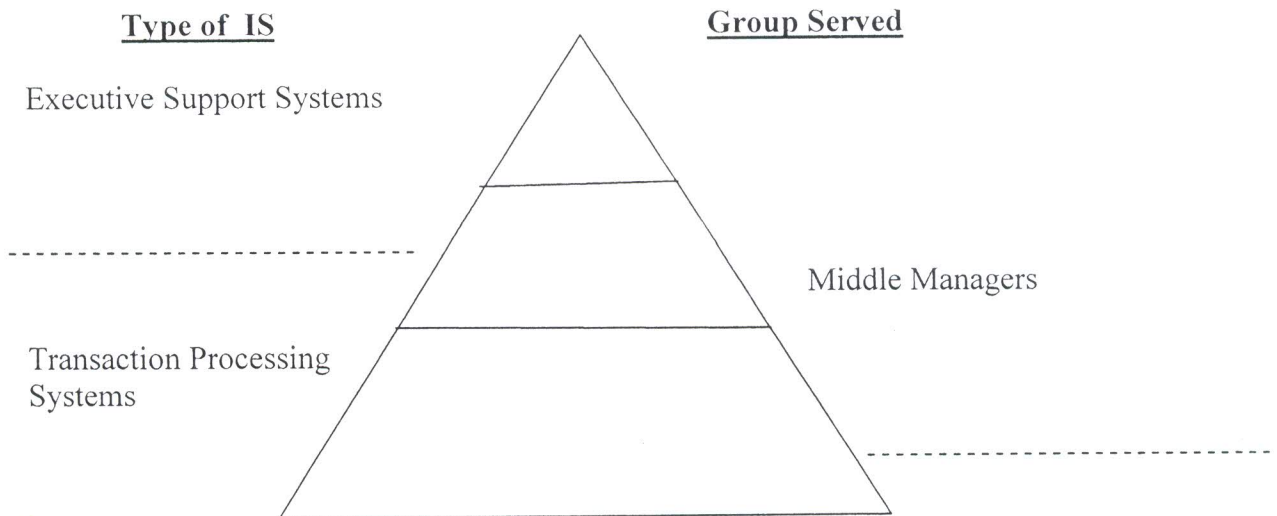
10) Write two (2) problems or challenges faced by Sri Lankan business enterprises in implementing Intranets and Extranets in their firms.

a.) ....
....
b.) ....
....

Part III

Instructions

i)   Use a separate answer booklet to write answers to the questions of this section.
ii) Answer only 2 (two) questions out of the 3 (three) questions given.

(01) a)   What is the difference between e-Business, e-Commerce and e-Government?

                                                                    (6 Marks)

       b)   Explain the major types or categories of e-Commerce citing examples.

                                                                    (7 Marks)

       c)   Name and describe six (6) Internet Business Models emerged recently, citing examples both from the local and international business environments.

                                                                    (12 Marks)
                                                              (Total 25 Marks)

(02) a)   What are the several major security measures or defenses that a company should implement to protect its networks and computer systems in the Internet based e-Business environment?

                                                                    (7 Marks)

       b)   Explain the main types of Electronic Payment Systems used in e-Commerce transactions. Support your answer with suitable examples.

                                                                    (10 Marks)

       c)   Write short notes on any two (2) out of the following

                                                                    (4 Marks Each)

              -   Intranets
              -   Social Networking Sites
              -   Customer Relationship Management Systems
              -   Knowledge Workers and Data Workers
              -   Cyber Crime

                                                              (Total 25 Marks)

(03) a)   Discuss the classification of Information Systems in accordance with the organizational hierarchy structure and the rationality of the classification.

                                                                    (12 Marks)

       b)   List and describe the Information Systems serving each of the major functional areas of a business.

                                                                    (08 Marks)

       c)   How do Information Technology and Information Systems support a company's business operations and decision making to give a competitive advantage? Give examples to illustrate your answer.

                                                                    (05 Marks)
                                                              (Total 25 Marks)

End of Question Paper