



**University of Kelaniya - Sri Lanka**

*Centre for Distance and Continuing Education*

**Faculty of Commerce & Management Studies**

Bachelor of Business Management (General) Degree Second Examination (External) – 2013

January - 2017

**BMGT E2055 – Business Information System**

**Answer all questions**

Time: 03 Hours

This question paper contains two (02) parts

**Instructions**

- i) Answer all the questions in Part I and II.
- ii) Part I contains 35 Questions and part II contains 2 Questions.
- iii) Part I provides 70 marks and part II provides 30 marks.
- iv) Answer Part I, on the paper itself and use the booklet to provide answers for the part II. (Examiners will discard answers for Part I, if you will have written them on the booklet)
- vi) You must handover the Part I to the examination invigilators. (Taking part I out of the examination hall is prohibited).

**Part I**

**Underline the correct answer.**

1) An IT infrastructure provides the platform on which the firm can build its information systems.

- a. True                      b. False

2) Deciding whether to introduce a new product line is the responsibility of an operational manager.

- a. True                      b. False

3) A firm can be said to have competitive advantage when they have higher stock market valuations than their competitors.

- a. True                      b. False

- 4) Advances in data storage have made routine violation of individual privacy.  
a. True                      b. False
- 5) Application server software is responsible for locating and managing stored Web pages.  
a. True                      b. False
- 6) A DBMS separates the logical and physical views of the data.  
a. True                      b. False
- 7) Telephone networks are fundamentally different from computer networks.  
a. True                      b. False
- 8) A worm is type of a computer virus that replicates and spreads itself.  
a. True                      b. False
- 9) Enterprise software allows data to be used by multiple functions and business processes for organizational coordination and control.  
a. True                      b. False
- 10) Mobile commerce is the use of wireless devices to conduct e-commerce transactions from any location.  
a. True                      b. False
- 11) One of the six important business objectives of information technology.
- a. improved flexibility.
  - b. improved decision making.
  - c. improved business practices.
  - d. improved efficiency.
- 12) Which of the following is a cross-functional business process?
- a. Hiring an employee
  - b. Identifying a customer
  - c. Fulfilling a customer order
  - d. Creating an invoice
- 13) Business processes are collections of \_\_\_\_\_:
- a. informal practices and behaviors.
  - b. formalized and documented practices.
  - c. routines events.
  - d. rights and privileges.
- 14) Information systems:
- a. pose traditional ethical situations in new manners.
  - b. raise new ethical questions.
  - c. raise the same ethical questions created by the industrial revolution.
  - d. raise ethical questions primarily related to information rights and obligations.

15) Software that manages the resources of the computer is called:

- a. operating system software.
- b. application software.
- c. data management software.
- d. network software.

16) Duplicate data in multiple data files is:

- a. data redundancy.
- b. data multiplication.
- c. data independence.
- d. data backups.

17) Malware does not include,

- a. Worms
- b. Trojan Horses
- c. Viruses
- d. Spoofing

18) Large amounts of data stored in electronic form are \_\_\_\_\_ than if they are stored in in manual form.

- a. less vulnerable to damage
- b. more secure
- c. vulnerable to many more kinds of threats
- d. more critical to most businesses

19) This type of software enables data to be used by multiple functions and business processes for organization coordination and control:

- a. groupware.
- b. application software.
- c. collaboration software.
- d. enterprise software.

20) \_\_\_\_\_ are more transaction oriented than private industrial networks.

- a. Private exchanges
- b. E-hubs
- c. Extranets
- d. All of the above

21) The responsibility to supervise day to day activities of an organization is held by;

- a. top management.
- b. senior management.
- c. middle management.
- d. operational management.

22) What are the inputs of a marketing information system from followings:

- A. marketing research data.
- B. marketing intelligent data.
- C. external environment data.
- D. strategic plan.

- a. A, B, and C only.
- b. B, C and D only.
- c. A,C and D only.
- d. All of A, B, C and D.

23) What are the main dimensions used to measure business processes?

- a. Cost, time, quality, and flexibility
- b. Cost, time, quality, and organization
- b. Inputs, outputs, cost, and quality
- c. Inputs, outputs, cost, and time

24) What is the internet business model out of the followings that allow buyers and sellers to meet, search products, publish products, and assign prices for own products?

- a. portals
- b. virtual community.
- c. transaction broker.
- d. online market place.

25) CRM is an abbreviation for:

- a. Customer Relationship Management.
- b. Customer Response Management.
- c. both (a) and (b).
- d. None of the above.

(Marks 2\*25 = Marks 50)

Write the answers for the questions of this section in the space provided.

(31) What is meant by the term 'Information and communication Technology'.

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

(02 Marks)

(32) Distinguish between transaction processing systems and executive support systems.

	Transaction Processing Systems	Executive Support Systems
1	.....	.....
2	.....	.....
3	.....	.....

(03 Marks)

(33) List three threats to computer based information systems.

1. ....  
2. ....  
3. ....

(03 Marks)

(34) Define operational excellence.

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

(01 Marks)

(35) What are the three (03) main categories of E-Commerce?

1. ....  
2. ....  
3. ....

(03 Marks)

(36) Name two apps designed for smart phones.

1. ....  
2. ....

(01 Mark)

(37) List down two operating systems used in smart phones.

1.

2.

(01 Marks)

(38) State two (02) Enterprise Applications that are used in present day organizations.

1.

2.

(02 Marks)

(39) State two steps of knowledge management chain.

1.

2.

(01 Marks)

(40) Name three social media web sites used today.

1.

2.

3.

(03 Mark)

(Marks = 20)

(Total Marks for Part I - 70)

## Part II

Use a separate answer booklet to answer questions in this section.

(01)

A) How do employees of an organization become an internal threat for the security of its Information Systems?

(05 Marks)

B) The electronic commerce and electronic business are essential for the development of the country due to the busy life style of Sri Lankans."

Critically review the above statement.

(10 Marks)

(15 Marks)

(02)

A) How does social media usage impact on the day to day life of a person?

(05 Marks)

B) Explain the different management levels of an organization and discuss how Information Systems can support for performing the work staff associated with each of them.

(10 Marks)

(15 Marks)

(Total Marks for Part II – 30)

