



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) – 2015

April/ November – 2021

**BMGT E2055 – Business Information Systems**

Time: Three (03) Hours

**Read the given instructions carefully**

- Answer all the questions
- This paper comprises **TWO** (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 given question paper itself (Any answers related to 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 examiners at the examination hall.
- Begin each answer on a separate page in the answer booklet

Part I

Read the given statements carefully and state whether they are TRUE/FALSE

1. Managers use social networking sites, support tools, and Web 2.0 technology such as Wiki to make valuable and fast decisions (**True / False**).
2. There is no gradual interdependence between an organization's ability to use information technology and its ability to implement business integrated strategies and achieve joint business objectives (**True / False**).
3. The concept of digital firms has the potential to create unique opportunities and more flexible global organizations and management environments (**True / False**).
4. A business process can be an asset for the organization as it brings competitive strength and can also be a liability if it is based on outdated ways of working that impede organizational responsiveness and efficiency (**True / False**).
5. Enterprise systems are based on a suite of integrated software modules and a decentralized database (**True / False**).
6. Information asymmetry occurs when one party has more information important for the transaction than the other party (**True / False**).
7. Bus topology is the most widely used network topology in many organizations (**True / False**).
8. It is not mandatory to analyze the related issues before preparing an information system development plan (**True / False**).
9. Implementing information systems has consequences for task arrangements, structures, and people (**True / False**).
10. The marginal cost of adding a new participant is almost zero in network economies (**True / False**).

Underline the most appropriate answer

11. A fundamental role of information systems in the business
- a) Support business processes and operations.
  - b) Support decision-making by employees and managers.
  - c) Support strategies for competitive advantage.
  - d) All of the above
12. Production, distribution and sale of a product or service of a company is known as a \_\_\_\_\_
- a) Business model
  - b) Business process
  - c) Operational process
  - d) Operating system
13. A business firm is a collection of \_\_\_\_\_
- a) routines
  - b) business processes
  - c) business procedures
  - d) business functions
14. Not a collaboration capability
- a) Open culture
  - b) Decentralized structure
  - c) Breadth of collaboration
  - d) Firm's performance
15. Having the same data in different data files is called \_\_\_\_\_
- a) Data Multiplication
  - b) Data Redundancy
  - c) Data Independence
  - d) Data backups

16. A Transaction Processing System (TPS) serves
- a) Operational-level managers and employees
  - b) Middle-level managers and employees
  - c) Top-level managers and employees
  - d) Knowledge workers
17. \_\_\_\_\_ provides answers to routine questions that has predefined procedures for answering
- a) Transaction Processing System
  - b) Management Information System
  - c) Decision Support System
  - d) Executive Support System
18. Which of the following could not be Enterprise applications?
- a) Enterprise systems and Decision support systems
  - b) Knowledge management systems and Customer relationship management systems
  - c) Executive support systems and Supply chain management system
  - d) (a) and (c) above
19. Customer relationship management systems typically provide software and online tools for sales, customer service, and \_\_\_\_\_
- a) marketing
  - b) account management
  - c) advertising
  - d) public relations
20. An example for E-commerce:
- a) Buying a pair of shoe from e-bay
  - b) Share product designs or conduct a video conference with branch manages
  - c) Do digitally enabled transactions between and among individuals
  - d) Only (a) and (c) are correct

21. Which of the following are examples of digital goods?
- a) Music tracks, videos, and e-books.
  - b) Smart phones, microwave ovens, and cars.
  - c) 3-D TVs, iPods, and digital cameras.
  - d) All of the above.
22. E-tailer abbreviation stands for
- a) Electronic Retailer
  - b) Electronic Tailer
  - c) Extended Retailer
  - d) Extra Tailer
23. In \_\_\_\_\_ topology the communication is definitely happened through a central device called hub.
- a) Bus
  - b) Star
  - c) Ring
  - d) None of the above
24. The unequal access to computers or the internet between ethnic or economic groups is described as \_\_\_\_\_
- a) The information divide
  - b) Digital property
  - c) The digital divide
  - d) Information Property
25. Not a competitive force that comes under Michael Porter's competitive forces model,
- a) Traditional competitors
  - b) New market entrants
  - c) Substitute products and services
  - d) Employees of a firm

(2\* 25 = 50 Marks)

Index Number:

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

26. What is a digital firm?

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(02 Marks)

27. Write down four (04) unique features of e-commerce

- i. \_\_\_\_\_
- ii. \_\_\_\_\_
- iii. \_\_\_\_\_
- iv. \_\_\_\_\_

(02 Marks)

28. Explain the difference between decision support systems and executive support systems

	<b>Decision Support Systems</b>	<b>Executive Support Systems</b>
1		
2		

(02 Marks)

29. List four (04) Enterprise Applications

- i. \_\_\_\_\_
- ii. \_\_\_\_\_
- iii. \_\_\_\_\_
- iv. \_\_\_\_\_

(02 Marks)

Index Number:

30. What is the "Bull-whip Effect" in Supply Chain Management?

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(02 Marks)

31. What is a peer-to-peer payment system?

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(02 Marks)

32. Mention four (04) Fair Information Practices (FIPs).

- i. \_\_\_\_\_
- ii. \_\_\_\_\_
- iii. \_\_\_\_\_
- iv. \_\_\_\_\_

(02 Marks)

33. What are the three (03) main ways that are used to protect intellectual property?

- i. \_\_\_\_\_
- ii. \_\_\_\_\_
- iii. \_\_\_\_\_

(03 Marks)

34. What is a computer crime?

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(02 Marks)

35. List two (02) health risks that are associated with the overuse of computers and mobile phones

- i. \_\_\_\_\_
- ii. \_\_\_\_\_

(01 Marks)

(Part I = Total 70 Marks)

### Part II

Use the given booklet to answer this section.

#### Question No. 1

a) Business firms invest heavily in information systems to achieve six strategic business objectives. State what are these six business objectives.

(03 Marks)

b) Discuss any two (02) business objectives mentioned above and explain how information systems can help firms achieve them.

(06 Marks)

c) Giving examples, describe any two (02) M-Commerce services and applications available in Sri Lanka.

(06 Marks)

(Total 15 Marks)

#### Question No. 2

a) Explain how cookies work in an internet environment by using a suitable diagram.

(05 Marks)

b) "The only way to achieve customer intimacy in e-commerce is the use of corporate blogs". Do you agree with this statement? Justify your answer.

(10 Marks)

(Total 15 Marks)

(Part II = Total 30 Marks)