

	UNIVERSITY OF RUHUNA FACULTY OF MANAGEMENT AND FINANCE	No. of Pages : 02 No. of Questions: 05 Total Marks : 70
	BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE 3000 LEVEL FIRST SEMESTER END EXAMINATION - AUG/SEP 2022	<i>Three Hours</i>
BBA 31013 - Management Information Systems		Academic Year 2021/2022
Instructions		
➔ The question paper contains five (05) questions. ➔ Answer all questions.		


Question 01

- i. Modern businesses are transforming into 'fully digital firms.' Explain the role of fully - digital firms in the contemporary business context. (06 Marks)
 - ii. Discuss the applications of 'Green Computing' in modern business world. (08 Marks)
- [Total 14 Marks]**

Question 02

- i. Briefly explain the 'Bullwhip Effect' in a supply chain. (04 Marks)
 - ii. Distinguish between Local Area Network (LAN) and Wide Area Network (WAN). (04 Marks)
 - iii. "Investments made on developing Information systems do not always result in positive outcomes". Discuss the validity of this statement. (06 Marks)
- [Total 14 Marks]**

Question 03

- i. List any four (04) differences between 'Digital Goods' and 'Traditional Goods.' (04 Marks)
- ii. Explain any two (02) internet business models. (04 Marks)
- iii. Compare and contrast any two (02) E-commerce revenue models. (06 Marks)

[Total 14 Marks]

Question 04

- i. "Use of technology in commercial banks assists the management to achieve competitive advantage."
 - a. Explain how does the use of modern technologies assist banks to reduce the cost of operations. (04 Marks)
 - b. Explain how does the use of technology assist banks to achieve competitive advantage through differentiation strategy. (04 Marks)
- ii. Differentiate among Transaction Processing Systems (TPS), Management Information Systems (MIS) and Decision Support Systems (DSS). (06 Marks)

[Total 14 Marks]

Question 05

Briefly explain the following concepts/ terms used in information systems.

- 1. Operational excellence (02 Marks)
- 2. Information systems infrastructure (02 Marks)
- 3. Disintermediation in distribution channels (02 Marks)
- 4. Information asymmetry (02 Marks)
- 5. World Wide Web (02 Marks)
- 6. Business Intelligence (02 Marks)
- 7. Application software (02 Marks)

[Total 14 Marks]
