



UNIVERSITY OF RUHUNA
FACULTY OF MANAGEMENT AND FINANCE

No. of Pages : 08
No of Questions:
Part 1: 30 MCQs
Part 2: 04 questions
Total Marks :70

BBA 31013 Management Information Systems

Academic Year 2022/2023

BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE

**3000 LEVEL FIRST SEMESTER END EXAMINATION -
AUGUST/SEPTEMBER 2023**

Three Hours

Instructions

- The question paper contains two (02) parts.
- Answer all questions in part one (01).
- Answer only three (03) questions including question 01 in part two (02).
- Use the **answer-booklet** to provide your answers. Indicate the **paper type** at the beginning.

Part One (Question Paper Type D)

**Select the most suitable answer from the alternative answers given for the questions 01-30.
Provide your answers in the answer booklet.**

01. Which of the following statements describe about fully digital firms?
- I. In a digital firm, almost all of the significant business relationships are managed digitally.
 - II. In a digital firm, core business processes are accomplished through digital networks.
 - III. Digital firms enable time shifting and space shifting.
- a. I and II only. c. II and III only.
b. I and III only. d. All of the above.
02. Which of the following statements defines the term 'information systems' most accurately?
- a. All physical parts of a computer.
 - b. A set of inter-related components that collect, process, store and distribute information to support decision making and control in an organization.
 - c. A set of programs that govern the functioning of computer.
 - d. All types of software solutions.
03. Which of the following statement are correct?
- I. Internet users in Sri Lanka as a percentage of the total population is more than 50%.
 - II. Internet users across the world as a percentage of the global population is less than 50%.
 - III. Active cellular mobile connections in Sri Lanka are more than 22 million.
 - IV. The percentage of Internet adoption in Norther America in less than Southern Asia.
- a. I and II only. c. I and III only.
b. II and IV only. d. II and III only.

09. Which of the following statements are correct?
- I. Internet is a global system of interconnected computer networks, a network of networks.
 - II. World Wide Web is another term for internet.
 - III. 'Search Engine' is another term for 'Web Browsers'.
 - IV. Google is a Search Engine.
- a. I only.
 - b. I and II only.
 - c. I and III only.
 - d. I and IV only.
10. Which of the following answers include only e-commerce revenue models?
- a. Sales, Advertising, Subscription and Portal.
 - b. Advertising, Affiliated, Freemium and Transaction Fee.
 - c. Advertising, Affiliated, Portal and E-teller.
 - d. Advertising, Affiliated, Freemium and Transaction broker.
11. Set of Programs that govern the functioning of the computer is;
- a. Hardware.
 - b. Software.
 - c. Networking.
 - d. Data Management.
12. The act of illegally using, copying or distributing software without ownership or legal rights is;
- a. Software piracy.
 - b. Up-cycling.
 - c. Non-green computing.
 - d. Cloud computing.
13. Which of the following statements are correct about Enterprise Resource Planning (ERP) Systems?
- I. ERP systems coordinate the flow of data between a company's business processes.
 - II. ERP systems utilizes a central database.
 - III. ERP system collects data from different divisions and departments of the organization.
 - IV. ERP systems provide real time data to different divisions and departments.
- a. I only.
 - b. I, III and IV only.
 - c. I, II, III only.
 - d. All of the above.
14. Cloud-based Enterprise Resource Planning (ERP) systems are,
- a. Stored in a mainframe computer inside the organization and maintained by an internal staff.
 - b. Operated on remote servers and managed by a third party.
 - c. Software accessible to download free of charge which require configuration and development by the organization.
 - d. the most expensive type of ERP solution.

15. On-Premise Enterprise Resource Planning ERP systems are,
- Stored in a mainframe computer inside the organization and maintained by an internal office.
 - Operated on remote servers and managed by a third party.
 - Software accessible to download free of charge which require configuration and development by the organization.
 - the most expensive type of ERP solution.
16. Which of the following combinations include only the systems for business intelligence?
- Transaction Processing Systems, Management Information Systems and Decision Support Systems.
 - Transaction Processing Systems, Management Information Systems and Executive Support Systems.
 - Management Information Systems, Executive Support Systems and Decision Support Systems.
 - Transaction Processing Systems, Executive Support Systems and Decision Support Systems.
17. Which of the following statements are correct about Transaction Processing Systems?
- Transaction Processing Systems are capable of analyzing data more than Decision Support Systems.
 - Management information Systems (MIS) have the ability to summarize and report data recorded in Transaction Processing Systems.
 - Transaction Processing Systems are mainly used by the lower-level managers.
 - Transaction Processing Systems enable unstructured decision making in an organization.
- I and II only.
 - II and IV only.
 - I and III only.
 - II and III only.
18. Which of the following statements correct about Decision Support Systems?
- Decision Support Systems support non-routine decision making.
 - Decision Support Systems are considered as a business intelligence system.
 - Decision Support Systems are designed for lower-level managers for routine structured decision making.
- I only.
 - I and II only.
 - II and III only.
 - All of the above.
19. Information Systems which are primarily developed to summarize and report large volumes of data are;
- Transaction Processing Systems.
 - Management Information Systems.
 - Decision Support Systems.
 - Executive Support Systems.

20. Which of the following statements correctly describe about ethics in managing information systems?
- I. Ethics refer to the principles of right and wrong that govern managers to make choices to guide their behaviors in managing information they have.
 - II. Information systems raise new ethical questions for both individuals and societies because they create opportunities for intense social change.
 - III. Property rights protection has become more challenging in the information age.
- a. I and II only.
 - b. I and III only.
 - c. II and III only.
 - d. All of the above.
21. Which of the following statements best describe the most basic assumption of utilitarian ethical principle.
- a. If an action cannot be taken repeatedly, it is not right to take at all.
 - b. Take the action that achieves the higher or greater value.
 - c. Take the action that produces the least harm or the least potential cost.
 - d. If an action is not right for everyone to take, it is not right for anyone.
22. Small text files deposited on a computer hard drive when a user visit web sites are referred to as;
- a. Portals.
 - b. Cookies.
 - c. Trade Secrets.
 - d. Property rights.
23. Designing, manufacturing, using and disposing computers and associated devices with minimum impact on the environment is called as;
- a. Efficient Computing.
 - b. Ergonomic Computing.
 - c. Green Computing.
 - d. Symmetric Computing.
24. Which of the following statements best describes the phenomenon of IT flatten organizations;
- I. IT flatten organizations are large organizations which have been downsized by removing the number of levels in the organization using IT.
 - II. IT flatten organizations have empowered lower-level managers by providing access to more information and higher management.
 - III. IT flatten organizations have contributed to increase profits through employee cost reduction.
- a. I only.
 - b. I and II only.
 - c. I and III only.
 - d. All of the above.
25. Which of the following is not a strategy of implementation phase in system development life cycle?
- a. Direct cutover strategy.
 - b. Agile strategy.
 - c. Pilot study.
 - d. Parallel strategy.

26. Which of the following categories of people tends to process data rather than generate knowledge and has a less formal, advanced educational background?

- a. System analysts.
- b. Data workers.
- c. Knowledge workers.
- d. Executive.

27. Alen woke up and went to get cash from an ATM. He then went to grocery shop to make a few purchases and paid with his credit card. He finished off his day by going to college and enrolling online for his Programming course. What kind of information systems has Alen interacted with multiple occasions during the day?

- a. Executive Information Systems.
- b. Management Information Systems.
- c. Transaction Processing Systems.
- d. None of the above.

28. Which of the following is not a type of a cybersecurity tools?

- a. Web vulnerability scanning tools.
- b. Public key infrastructure services.
- c. Malware.
- d. Encryption tools.

29. Which of the following statement is correct?

- I. Supply Chain Management systems contribute to overcome the bullwhip effect.
- II. Sales Force Automation, Employee Appraisal and Customer services are modules in a Customer Relationship Management System.
- III. Supply Chain Management software manages both supply chain planning and execution.
- IV. Use of the same cloud-based Enterprise Resource Planning (ERP) Systems by multiple organizations is referred to as Single tenant ERP.

- a. I and III only.
- b. I, II and IV only.
- c. I, III and IV only.
- d. All of the above.

30. Which of the following statement is/are true about Business Intelligence (BI)?

- a. BI is a set of processes, architectures, and technologies that convert raw data into meaningful information that drive profitable business actions.
- b. BI has a direct impact on organization's strategic, tactical and operational business decisions.
- c. BI tools perform data analysis and create reports, summaries, dashboards, maps, graphs, and charts.
- d. All of the above.

Part Two

Answer *any three (03) questions including question 01.*

Question 01.

BT Radial is a tire distribution company operating in Sri Lanka. BT radial distributes imported and local tires all over the island which covers all provinces across the country. Even though BT radial commenced business operations as a small-scale business in 2010, by now its operational process has become more complicated due to the wider geographical coverage and rising demand. Hence, Mr. Namal Wickremesinghe, the owner of BT radial is considering the options of introducing enterprise systems to increase the efficiency of operations. Accordingly, Mr. Namal consults Mr. Sunil Perera who is a software engineer to propose alternative options of introducing an Enterprise Resource Planning System.

Considering the financial capabilities of the business, Mr. Sunil proposed two types of systems. As the first alternative, Mr. Sunil proposed to adapt an ERP which is managed completely by a third party and operated on a remote server located outside BT radial (**System A**). Further, if BT radial does not possess the financial capability, Mr. Sunil proposes to download freely available basic ERP software on the internet and perform necessary configurations and developments as accordingly (**System B**).

In order to educate Mr. Namal about systems, Mr. Sunil explained that different types of systems are used by different members of the organization who operate at different levels of the organization. He stated that, lower-level managers and non-managerial employees use systems which only support performing and recording transactions (**System C**) while middle level managers use systems which primarily focus on summarizing and reporting large volumes of transactions (**System D**).

- I. State the names of the two Enterprise Resource Planning systems specified as 'system A' and 'system B' in the above scenario. (02 Marks)
- II. State the types of the systems describes as 'system C' and 'system D' in the above scenario. (02 Marks)
- III. Briefly explain any four (04) advantage to BT radial if an ERP system was introduced. (04 Marks)
- IV. Using a BT radial as an example, explain how an ERP system would operate. (04 Marks)
- V. Discuss the differences among Transaction Processing Systems, Management Information Systems, Decision Support Systems and Executive Support Systems. (08 Marks)

[Total: 20 Marks]

Question 02

- I. Explain the difference between the utilitarian principle and slippery slope principle of ethical behaviour using appropriate examples in the field of Information Technology. (04 Marks)

- II. Use of information technology facilitates businesses to achieve competitive advantage. Discuss the validity of this statement with suitable examples using Porter's generic strategies for competitive advantage. (06 Marks)

[Total: 10 Marks]

Question 03

- I. Green computing is an emerging trend in Information Technology (IT). Explain what is 'Green Computing' and how managers could practice 'Green Computing' in an organization. (04 Marks)

- II. Explain any three (03) e-commerce business models. (06 Marks)

[Total: 10 Marks]

Question 04

- I. Briefly explain four reasons why Management Information System (MIS) projects fail. (04 Marks)

- II. Explain the phases of typical System Development Life Cycle (SDLC). (06 Marks)

[Total: 10 Marks]
