



UNIVERSITY OF RUHUNA
FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration Degree 2000 Level Semester II (Old Syllabus)

Examination (March / April 2019)

Academic Year 2018/2019

BBA 2204 – Management Information Systems

Duration : Two hours

The Question Paper contains 04 questions.

Answer all questions.

1)

(A) "Information systems and technologies are vital components of the successful business and organizations."

(i) Define the Management Information Systems (MIS).

(01 Marks)

(ii) Discuss the business drives of information systems.

(04 Marks)

(B) "Telecommunication is the exchange of information in any form (voice, data, text, and images) over networks."

Discuss the business value of telecommunication networks in a business.

(05 Marks)

(C) Briefly explain at least five success factors of E-commerce in a business.

(05 Marks)

(Total Marks 15)

2)

(A) "System maintenance involves monitoring, evaluating and modifying a system to make desirable or necessary improvements."

Explain the above statement concentrating on the categories of system maintenance with suitable examples.

(05 Marks)

(B) Discuss how Porter's five forces model help to achieve competitive advantages in organization.

(07)

(C) Briefly explain the benefits of Expert Systems (ES).

(03)

(Total Marks

3)

(A) "Business managers are responsible for the security, quality and performance of business information systems in their business units."

Discuss the internetworked security defenses and other security measures.

(06 Marks

(B) "Knowledge management is a process of creating, sharing, using and managing knowledge and information of an organization."

Concentrating on the above statement, explain the knowledge management value chain.

(05 Marks

(C) Discuss the business value of security and control in a information system.

(04 Marks

(Total Marks

4)

Write brief descriptions on the following concepts.

(A) Decision Support Systems (DSS)

(B) Office Automation Systems (OAS)

(C) System conversion strategies

(05 Marks for each)

(5 Marks*3 = Total Marks
