



UNIVERSITY OF RUHUNA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration Degree Programme 3000 Level

First Semester End Examination (November/ December 2021)

Academic Year 2020/2021

BBA 31013 – Management Information Systems

Duration: Three hours

The question paper contains seven (07) questions.

Answer all questions.

Question 01

a) For the following questions, state true/false. Use the answer manuscript to provide answers. [05 Marks]

- i. Database is the mortar that holds all the functional systems together. [True/False]
- ii. A web blueprint depicts the layout of an individual web page. [True/False]
- iii. Operational level information systems monitor the elementary activities and transactions of the organizations. [True/False]
- iv. Structured decision is a type of decision in which there may be several 'right' answers and no precise way to get a right answer. [True/False]
- v. The results of "what-if" questions asked repeatedly to determine the impact of changes in one or more factors on the outcomes are called sensitivity analysis. [True/False]

b) What are the differences between the primary key and the foreign key of a database in an information system? (05 Marks)

[Total: 10 Marks]

Question 02

- a. Define Information Systems. (02 Marks)
- b. Define 'Digital firm' (02 Marks)
- c. Operational excellence and customer intimacy are two strategic business objectives of any modern business organization. Discuss how information systems support achieving these two strategic objectives with appropriate examples. (06 Marks)

[Total 10 Marks]

Question 03

- a. What is Information Technology Infrastructure? (02 Marks)
- b. What is Software Piracy? (02 Marks)
- c. Explain the differences among Internet, World Wide Web (WWW) and Web Browsers. (06 Marks)

[Total 10 Marks]

Question 04

- a. Explain the difference between a Local Area Network (LAN) and Wide Area Network (WAN). (02 Marks)
- b. Smart Badges are wearable computing devices that could be used to provide a superior customer experience. Explain the statement with appropriate examples. (02 Marks)
- c. Green computing is an emerging trend in Information Technology (IT). Explain 'Green Computing' by highlighting its applications in an organization. (06 Marks)

[Total 10 Marks]

Question 05

- a. 'Ubiquity' and 'interactivity' are two unique features of E-Commerce. Briefly explain the business significance of these two features. (04 Marks)
- b. E-Commerce sites adapt different types of revenue models. Explain any three (03) such revenue models. (06 Marks)

[Total 10 Marks]

Question 06

- a. Explain how could Information Technology helps to reduce the cost of business operations. (04 Marks)
- b. 'Information systems assist businesses to achieve competitive advantage'. Explain how could a hotel achieve competitive advantage using information technology. (06 Marks)

[Total 10 Marks]

Question 07

- a. Define pharming and phishing scamming practices in cyber-attacks. (02 Marks)
- b. List four contemporary challenges in developing an information system. (02 Marks)
- c. Briefly explain the four stages of decision-making process through management information systems. (06 Marks)

[Total 10 Marks]
