



031

UNIVERSITY OF RUHUNA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration Degree 3000 Level 2nd Semester (Old Syllabus)

End (Repeat) Examination March / April 2021

BBA 3202 – Management Information Systems

Duration: Three hours

Total Marks: 70

Instructions

The Question Paper contains 06 questions.

Answer only five (5) Questions.

- 01 i “Business firms invest heavily in information systems to achieve six business objectives”. Explain this statement using appropriate examples.
(08 marks)
- ii “Describe the components of Management Information Systems in an organization.
(06 marks)
(Total marks, 14)
- 02 i Various levels of management in the firm have differing information requirements for decision support because of their different job responsibilities and the nature of the decisions made at each level”. Explain the above statements using examples.
(08 marks)
- ii. Discuss the benefits of an enterprise resource planning system.
(06 marks)
(Total marks, 14)

03 i Explain the problems of traditional file management system in an organization.

(04 marks)

ii A database system organizes data in a hierarchy” Briefly explain the fundamental concepts about how data are organized in the information systems.

(05 marks)

iv Discuss the advantages of database management system.

(05 marks)

(Total marks, 14)

04 i “Cloud computing is influencing every business in every industry, and in every geography” Discuss the advantages and challenges of adopting cloud computing services.

(06 marks)

ii There are different reasons for information system failure. Briefly discuss reasons for information system failure.

(04 marks)

iii What are the advantages and disadvantages of prototyping? Describe the steps in prototyping.

(04 marks)

(Total marks, 14)

05 i “For most companies today E-commerce is more than just buying and selling products online” Explain the success factors of E-commerce in a business.

(06 marks)

ii “Usage of information technology in business has a major impact on the society and it raises ethical issues in many areas” Explain security ethical and societal issues of the use of information technology in business.

(08 marks)

(Total marks, 14)

06 Write short notes on the **four** of the followings.

- i) Data warehouse and data mining
- ii) Digital divide and its impact on society
- iii) Tacit and Explicit Knowledge
- iv) Intranet and Extranet
- v) Artificial intelligence systems
- vi) Computer literacy and information systems literacy

(3.5 marks for each)

(3.5 *4= Total marks 14)

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