

UNIVERSITY OF RUHUNA

Master of Business Management Degree Programme

2nd Semester End Examination – August 2020

MBM 12103 - Information Management and Communication Systems

Answer all questions.

Time : 03 Hours

01. (a) The digital economy is characterized by extensive use of information technology in general and the Internet in particular. Is Information Technology (IT) a strategic weapon or a survival tool? Discuss.

(07 Marks)

(b) Why is the Internet said to be the creator of new business models?

(05 Marks)

(Total 12 Marks)

02. (a) E-commerce offers many benefits to organizations, consumers, and society, but it also has limitations. Discuss.

(07 Marks)

(b) Define the Internet, an Intranet, and an Extranet.

(05 Marks)

(Total 12 Marks)

03. (a) Managerial activities and decisions can be classified as operational, tactical, and strategic. What are the information systems at these different levels? Discuss the logic of building information systems in accordance with these organizational hierarchical structures.

(07 Marks)

(b) Explain the role of the Decision Support System (DSS).

(05 Marks)

(Total 12 Marks)

04. (a) Explain the Systems Development Process.

(07 Marks)

(b) Explain critical factors for the successful implementation of a new system for an organization.

(05 Marks)

(Total 12 Marks)

05. (a) In the contemporary business world, data security cannot be considered as just a technology issue, it's a business issue. Discuss.

(07 Marks)

(b) Identify the issues faced by the Sri Lankan organizations during different phases of the Business Process Reengineering projects and classify strategies to deal with these issues.

(05 Marks)

(Total 12 Marks)

25 JAN
KANDY