



**UNIVERSITY OF RUHUNA**  
**FACULTY OF MANAGEMENT AND FINANCE**

No. of Pages : 02  
No. of Questions: 05  
Total Marks :50

**BBA 11043 - INFORMATION AND COMMUNICATION TECHNOLOGY** Academic Year 2024/2025

BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE

Two Hours

1000 LEVEL FIRST SEMESTER END EXAMINATION - AUGUST  
/SEPTEMBER 2025

**Instructions**

- ➡ Answer all the questions.

**Question 01**

1. Briefly explain the difference between *data* and *information*, using suitable examples. [04 marks]
2. Discuss three advantages of employees using Information and Communication Technology (ICT) tools to work remotely from home instead of physically working in the office. [06 marks]

**Question 02**

1. "Operating system is the core component of system software". Briefly explain any two functions of an operating system. [04 marks]
2. A university is establishing a new computer laboratory and intends to connect all the computers to an internal central server. Explain two of the most appropriate types of transmission media that can be used for this purpose, discussing their suitability in terms of distance, speed, cost, and reliability. [06 marks]

### Question 03

1. Briefly describe two benefits of data visualization for management decision-making. [04 marks]
2. In today's competitive business environment, organizations deal with large volumes of data that need to be analysed. Explain why data mining is important in management, highlighting any three key reasons. [06 marks]

### Question 04

1. Briefly explain any two reasons why Search Engine Optimization (SEO) is important for websites. [04 marks]
2. Malware is considered a major threat that can damage computer systems and compromise data security. Explain any three types of malicious software (malware) describing how each can affect users or computer systems. [06 marks]

### Question 05

1. Briefly describe any two key benefits that businesses can gain by adopting cloud services. [04 marks]
2. TechNova Solutions (Pvt) Ltd, a software company in Colombo, has faced data breaches, misuse of customer information, and irresponsible employee behaviour, leading to loss of customer trust and reputation. To address these challenges, the General Manager expects to hire a professional to find solutions.
  - a) Identify the type of professional the company should hire.
  - b) Suggest and explain two solutions this professional may recommend to overcome the issues. [06 marks]

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