

	<b>UNIVERSITY OF RUHUNA</b> <b>FACULTY OF MANAGEMENT AND FINANCE</b>	No. of Pages : 02 No. of Questions: 05 Total Marks :70
	BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE 3000 LEVEL FIRST SEMESTER END EXAMINATION - AUG/SEP 2025	<i>Three Hours</i>
<b>BBA 31013 - Management Information Systems</b>		Academic Year 2024/2025
<b>Instructions</b> ➔ Answer all questions.		



**Question 01**

- I. Briefly explain three dimensions of an information system that need to be considered and managed effectively for the system to function optimally.

(06 marks)

- II. "Given the rapidly changing nature of modern business, organizations are increasingly investing in information systems as a means to achieve their strategic business objectives". Discuss.

(08 marks)

[Total: 14 Marks]

**Question 02**

- I. "The requirements for information systems differ across the various levels of management within an organization." Do you agree? Explain your answer.

(06 marks)

- II. Discuss four key benefits Business Intelligence (BI) brings to enhance the value of Management Information Systems (MIS).

(08 marks)

[Total: 14 Marks]

**Question 03**

- I. Describe any three reasons why many Management Information System (MIS) projects fail to meet their objectives despite significant investments.

(06 marks)

- II. Developing an effective Management Information System (MIS) involves several phases of the System Development Life Cycle (SDLC). Explain how key phases support the development of a successful MIS.

(08 marks)

[Total: 14 Marks]

**Question 04**

I. Briefly explain how web analytics and customer analytics integrate within Management Information Systems (MIS) to support business decision-making.

(06 marks)

II. Enterprise Resource Planning (ERP) systems play a critical role in integrating business processes across an organization. Explain four key features of ERP systems to support your answer.

(08 marks)

[Total: 14 Marks]

**Question 05**

I. Briefly describe any three commonly used methods for securing information systems, providing suitable examples.

(06 marks)

II. Ethical and social issues have become increasingly important in the use of Management Information Systems (MIS). Explain four such issues, providing relevant examples to support your answer.

(08 marks)

[Total: 14 Marks]

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