



UNIVERSITY OF COLOMBO, SRI LANKA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration (Level II – Semester VI) Examination-December 2018

ACT 2218 – Management Information Systems

Two (02) Hours

Answer Any Four (04) Questions

1. i. The information system development process of an organization involves a number of steps.
 - a. Identify and describe the different steps involved in redesigning a new information system for an organization.

(10 Marks)
 - b. Using a real life example, explain how the adoption of an improved information system could redesign and simplify a business process of an organization.

(10 Marks)
 - ii. Briefly explain the pros and cons of adopting a virtual store from a customer's point of view.

(05 Marks)
- (Total 25 marks)**
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2. i. Distinguish between e-business and e-commerce.

(04 Marks)
 - ii. With a suitable example, explain what a social business is and the importance of information systems and applications to its success.

(08 Marks)

iii. Allowing employees to use their personal smart devices within an organization could create advantages as well as disadvantages to an organization. Do you agree with this statement? Explain with suitable examples.

(08 Marks)

iv. Why does an organization need Customer Relationship Management (CRM) Systems? Explain your answer including the different tools available in CRM systems.

(05 Marks)

(Total 25 marks)

3. i. Briefly describe the meaning of Business Intelligence (BI).

(03 Marks)

ii. Explain the meaning of an Enterprise Resource Planning (ERP) system including different functional areas (& tasks) of an organization supported by such a system.

(08 Marks)

iii. Distinguish between the characteristics of a Management Information System (MIS) and a Decision Support System (DSS).

(08 Marks)

iv. Explain how Data Mining is useful to an organization in gaining competitive advantage.

(06 Marks)

(Total 25 marks)

4. i. The effects of introducing new information systems and tools to a society is similar to creating "Ripples in a pond". Discuss the meaning of this statement.

(08 Marks)

ii. Briefly explain the business value of information security and consequences faced by an organization when it is lost.

(08 Marks)

iii. The introduction of new information technology to societies and business entities has made existing laws insufficient and obsolete. Briefly describe three (03) of such new laws and regulations specifically focused on information technology and related issues.

(09 Marks)

(Total 25 marks)

5. i. Discuss how the amount of structure in an organization and the level of management decision making determines its information requirements. (Discuss your answer focusing on the underlined terms).

(10 Marks)

ii. Explain the three (03) dimensions of information quality.

(06 Marks)

iii. Provide a brief description of the following terms.

- a. Computer virus and worms
- b. Hackers and Crackers
- c. Trojan Horse and Spyware

(03 Marks each x 3 = 09 Marks)

(Total 25 marks)