

UNIVERSITY OF COLOMBO, SRI LANKA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration in Finance (Level II - Semester VI) Examination

December, 2018

FIN 2218- Management Information Systems

Two (02) Hours

Answer all Four (04) questions.

1. i. What are the management, organizational and technological issues that should be addressed in deciding whether to use a conventional Customer Relationship Management (CRM) system or a cloud-based version?

(08 Marks)

- ii. Briefly describe the role of System Analyst and list some of the tasks that a system analyst might carry out.

(08 Marks)

- iii. "Supply Chain Management is less about managing the physical movement of goods and more about managing information." Do you agree with this statement? Justify your answer.

(08 Marks)

(Total 24 Marks)

2. i. Why information policy, data administration and data quality assurance are essential for managing the firm's data resources?

(09 Marks)

- ii. "Shop retail is not dying, but a painful transformation has begun in E-Commerce". Explain the above statement with suitable examples.

(15 Marks)

(Total 24 Marks)

3. i. "End user involvement in traditional system development is low compared to the end user involvement in alternative system development methods. Insufficient user involvement in the design effort is the major cause of system failure." Elaborate this statement.

(10 Marks)

ii. "Enterprise Resource Planning (ERP) systems are information system packages that seamlessly integrate all information processes in the company within and across all functional areas." Explain this statement.

(15 Marks)

(Total 25 Marks)

4. i. "The use of information technologies in businesses may create ethical issues relating to employment, privacy, working conditions, and other societal issues." Explain this statement with suitable examples.

(12 Marks)

ii. "Cloud computing is making considerable progress into areas of MIS that are traditionally provided and managed within the physical boundaries of an organization." Do you agree with this statement? Justify your answer.

(15 Marks)

(Total 27 Marks)