UNIVERSITY OF COLOMBO, SRI LANKA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration (Level II – Semester VI)

Examination – December 2018

MOS 2202/ HRM 2218/ INB 2218 /BEC 2218 Management Information Systems

Two (02) Hours

Answer <u>FOUR (04)</u> Questions only.

1.

   i.   How are information systems transforming business, and what is their relationship to globalization?

              (05 Marks)

   ii.   What steps might a manager take to encourage his/her employees to use the organization's knowledge management system?

              (05 Marks)

   iii.   Why are information systems so essential for running and managing a business today?

              (07 Marks)

   iv.   What exactly is an information system? How does it work? What are its management, organization, and technology components?

              (08 Marks)

              (Total 25 marks)

2.

   i.   Explain why there is considerable organizational resistance to the introduction of information systems.

              (05 Marks)

   ii.   Explain how the Internet challenges the protection of individual privacy and intellectual property.

              (05 Marks)

   iii.   List and describe the management challenges posed by strategic information systems.

              (07 Marks)

   iv.   "Information technology can't really give a company a strategic advantage because most competitive advantages don't last more than a few years and soon become strategic necessities that just raise the stakes of the game" Discuss.   (08 Marks)

              (Total 25 marks)

3.
    i.   What are business processes? How are they related to information systems?

                                                             (07 Marks)

    ii.   How do systems that link the enterprise improve organizational performance?

                                                             (08 Marks)

    iii.   Explain how the value chain model can be used to identify opportunities for information systems.   (10 Marks)

(Total 25 marks)

4.
    i.   Describe the roles of information policy and data administration in information management.

                                                             (05 Marks)

    ii.   Explain why data quality audits and data cleansing are essential.

                                                             (05 Marks)

    iii.   Discuss the concept "big data" and explain how real world organizations get benefits from big data.

                                                             (07 Marks)

    iv.   "Business intelligence leverages software and services to transform data into actionable intelligence that informs an organization's strategic and tactical business decisions." Discuss.   (08 Marks)

(Total 25 marks)

5. Briefly explain the following terms.
    i.   Geographic Information Systems
    ii.   Data marts
    iii.   Decision support systems
    iv.   Business process reengineering
    v.   Data mining

(05X05= Total 25 marks)