



UNIVERSITY OF COLOMBO, SRI LANKA

Faculty of Management and Finance

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

MKT/HLM 2218 Management Information Systems

Two (02) Hours

Answer only **Four (04) questions** including **Question number one (01)**.

1. i) “Apple’s iPhone and iPad offer unlimited possibilities for business users. Both devices have stunning multi-touch display, full internet browsing, capabilities for messaging, video and audio transmission, and document management. These features make each an all-purpose platform for mobile computing”.
Based on the above information, explain how are information systems transforming business and what is their relationship to globalization?

(12 Marks)
- ii) Suraksha Insurance Ltd (SIL) registers a claim as soon as it received. A claim is classified into “simple” or “complex” based on the nature of possible outcomes. It is adequate only to check the insurance, in the case of simple claims. However, it is mandatory to check both the insurance and the damage independently in the case of complex claims. After checking, the claim is assessed. The outcome of an assessment may lead to either positive or negative outcome. In the case of a positive outcome, SIL authorizes the garage to proceed with the repairs and the payment for the current order is scheduled. A notification explaining the current status of the claim is sent to the customer and then process ends.
Draw a Business Process Model Notations (BPMN) for the above insurance claim process.

(16 Marks)

(Total 28 Marks)

2. i) State **Four** features of social e-commerce and list out the limitations of e-commerce.
(6 Marks)
- ii) "The business firms organize their different business functions with the help of information system and it will enhance firms' performance".
Illustrate, how do systems serve the different management groups in a business?
(8 Marks)
- iii) "Enterprise Applications, which are systems that span functional areas, focus on executing business processes across the business firm and include all levels of management".
From the enterprise applications, explain the supply chain management systems in terms of Electronic Data Interchange, benefits and challenges.
(10 Marks)

(Total 24 Marks)

3. i) "A fundamental rethinking and radical redesign of business processes is so called Business Process Reengineering (BPR)".
Briefly explain the role of information technology in BPR.
(6 Marks)
- ii) "Agility is the ability to prosper in rapidly changing and continually fragmenting global markets".
State basic **Four** strategies a business uses to become an agile company.
(8 Marks)
- iii) "A major role of the information systems applications in business is to provide effective support of a company's strategies for gaining competitive advantage".
Explain, how does Porter's competitive forces model help companies to develop competitive strategies using information systems?
(10 Marks)

(Total 24 Marks)

4. i) "Business ethics concerned with numerous ethical questions that managers confront as a part of their daily business decision making".

Categorize the ethical business issues caused by information systems.

(6 Marks)

- ii) "The effective security management can minimize errors, fraud, and losses in the information systems that interconnect today's companies and their customers, suppliers, and other stakeholders".

Briefly explain the **Four** important security defenses used by businesses for safeguarding their information resources.

(8 Marks)

- iii) Define the term of computer crime and briefly describe the types of common hacking tactics used in today's competitive businesses.

(10 Marks)

(Total 24 Marks)

5. i) Define the terms of digital goods, e-hubs, and m-commerce.

(6 Marks)

- ii) "E-commerce involves digitally enabled commercial transactions between and among organizations and individuals".

List out the unique features of e-commerce with suitable examples.

(8 Marks)

- iii) "The internet digital marketplace has greatly expanded sales of digital goods".

State the types of e-commerce and explain the Business to Customer (B2C) e-commerce business models with suitable examples.

(10 Marks)

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