

# UNIVERSITY OF COLOMBO, SRI LANKA

## FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration Honours in Accounting (Semester V) Examination –

August, 2021

### ACT 3202 – Management Information Systems

Two (02) Hours

This is an Open Book Examination

This Paper Consists of Five (05) Questions Printed in Three (03) Pages

Answer Any Four (04) Questions Including Question No. 01

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1. "The internet has had an impact on almost every industry, including entertainment, electronics, financial services, retail, automobiles, shipping, education and training, health, hotel, travel and tour, etc".

i. Select any **two (02)** industries from the above and explain the impact of internet on each industry.

(08 Marks)

ii. Apply your knowledge on Transaction Processing Systems (TPSs) to create **five (05)** examples of TPSs that can be designed for each of the following business functions which could be operated in **any two (02)** of the industries mentioned above.

- a. Sales and Marketing
- b. Manufacturing
- c. Accounting and Finance
- d. Human Resources
- e. Research and Development

(Hint: your answer may carry 10 TPSs representing a TPS for each of the given business functions for two different industries)

(10 Marks)

iii. Explain instances/possibilities for using Decision Support Systems (DSS) in **any two (02)** of the industries mentioned above.

(08 Marks)

iv. Describe **two (02)** situations with examples as to how information systems convert data into information.

(06 Marks)

v. Explain the factors that would lead to an organization's successful e-commerce strategy.

(08 Marks)

**(Total 40 marks)**

2. i. "Information Systems (IS) development and usage involve organisation, management and technology dimensions". Elaborate on this statement.

(07 Marks)

ii. "Data can be valid, but inaccurate". Do you agree with this statement? Justify your answer.

(08 Marks)

iii. Describe how IS would improve individual performance.

(05 Marks)

**(Total 20 marks)**

3. i. How does a Decision Support System (DSS) support unstructured or semi-structured decision-making?

(06 Marks)

ii. Briefly explain Group Decision Support System (GDSS) and Decision Support System (DSS) components with examples.

(06 Marks)

iii. "Strategic-level Systems support strategic decision-making in determining the organization's objectives, resources and policies". Do you agree with this statement? Justify your answer.

(08 Marks)

**(Total 20 marks)**

4. i. "Expert Systems provide decision support to end-users in the form of advice from an expert consultant in a specific problem area." Discuss.

(08 Marks)

ii. Explain the role of different knowledge bases in Expert Systems.

(06 Marks)

iii. Explain the business value of data mining. Provide examples in your answer.

(06 Marks)

**(Total 20 marks)**

5. i. Assess the challenges posed by contemporary information systems and the internet to protect information systems' security and privacy.

(09 Marks)

ii. "Social factors can cause information problems". Provide examples to support this statement.

(04 Marks)

iii. Discuss the business value of authentication in safeguarding information resources.

(07 Marks)

**(Total 20 marks)**