



UNIVERSITY OF COLOMBO, SRI LANKA
Faculty of Management & Finance
Postgraduate & Mid-career Development Unit

Master of Business Administration (MBA) in Accounting & Information Management

Weekend Programme (Trimester VI) Examination- February 2025

MBAAI 5228 – Organizational Information Assurance

Three (03) Hours

- Answer four (04) questions only. Each question carries 25 marks.
- This paper contains five (05) questions printed on three (03) pages.

(1)

- I. Digital Rights Management (DRM) and Information Rights Management (IRM) are important practices to manage rights of digital content and documents.

Explain DRM and IRM and their differences with suitable examples.

(10 Marks)

- II. Discuss the impact of Artificial Intelligence (AI) related technologies and tools on information assurance.

(10 Marks)

- III. Do you think an organization is completely secure just because it is ISO 27001 certified? Explain your reasoning, considering what ISO 27001 certification represents and its limitations.

(5 Marks)

(Total 25 marks)

(2)

Organisations are required to abide to data protection by following the 8 fundamentals listed below. Select only five (5) from the listed fundamentals. Explain how each of the given fundamentals can be followed in an organization using suitable examples.

- i. Data must be obtained and processed fairly
- ii. Data must be accurate, complete and kept up to date
- iii. Data must have been obtained only for one or more specified, explicit and lawful purposes
- iv. Data must not be further processed for incompatible purposes
- v. Data must be adequate, relevant and not excessive for those purposes
- vi. Data must be kept for no longer than is necessary
- vii. Data must be kept secure against unauthorised access, alteration or destruction
- viii. Data held by a data controller must be shared with the individual about whom it relates on their request

(5 X 5 Marks =Total 25 marks)

(3)

- i. Describe the relationship between Data, Information and Knowledge using a suitable example.
(7 Marks)
- ii. Identify and briefly describe different forms of information.
(4 Marks)
- iii. Explain the four (04) stages of Kolb's (1985) learning cycle with suitable examples.
(8 Marks)
- iv. Explain how structured data is transformed into unstructured data with examples.
(6 Marks)

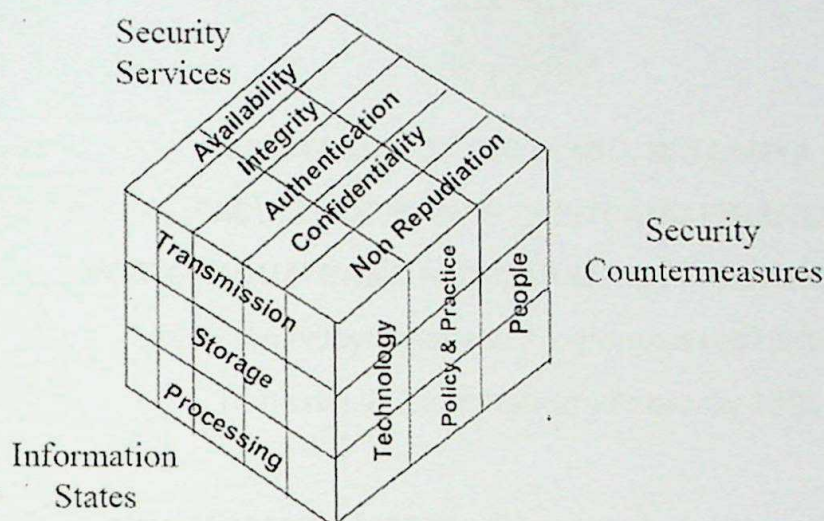
(Total 25 marks)

(4)

- i. Principle 7 of Good Data and Information Management states that:
Citizens and businesses should be able to access information about themselves, along with an explanation of how that information is used by others. This may be either on request or, preferably, by making it available by default. In effect, such information should be considered as belonging to the citizen, although entrusted to the care of a public body.
Discuss the challenges in implementing the above at a private organisation.

(10 Marks)

- ii. Explain the dimensions of the information assurance model given below:



(15 Marks)

(Total 25 marks)

(5)

- i. Explain how the following clauses from ISO standard can contribute to organizational information assurance.
- Network traffic is filtered by connection type, such as messaging, e-mail, file transfer, interactive access, and applications access.
 - Protection of network services are defined, including parts of the network to be accessed, authorization services to determine who is allowed to do what, and procedures to protect the access to network connections and network services.
 - Network connection controls are used for services that extend beyond the organizational boundaries.
- ii. Prepare an Information Risk Assessment check list with a brief description for each item.
- iii.
- iv. What are the challenges of conducting a risk assessment in the context of information security?

(3 marks*3 = 09 Marks)

(10 Marks)

(6 Marks)

(Total 25 marks)

--END--