UNIVERSITY OF COLOMBO, SRI LANKA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration (Level II – Semester VI) Examination - Dec 2017

ACT 2218 – Management Information Systems

Two (02) Hours

Answer **Any Four** Questions **including Question One**

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1. i. Distinguish between data, information and knowledge using appropriate examples in a contemporary business organization.

(06 Marks)

   ii. Just Products Company (JPC) is a large retail business which sells number of consumer goods. Very recently, JPC has redesigned its existing business processes using modern technology. The company introduced an online system to connect with its suppliers and customers. Using the online system, JPC's suppliers can monitor the company's online store and replenish the product items accordingly. Customers can place their orders and pay using the online system.

   For the first month after introducing the online system, JPC noticed a significant growth in their sales. However, after introducing the new online system, JPC is facing two main issues. Even though the company can respond customer orders quickly, it cannot be tracked until it is delivered to the customers. Hence, certain customers make enquiries regarding products deliveries. With the increase amount of online transactions, JPC is facing difficulties in managing and recording transactions through its existing accounting system.

   Based on the above scenario, answer the following questions.

   a. Explain **any three (03)** strategic business objectives of JPC which are expected to achieve in investing information systems.

(06 Marks)

   b. Explain how the implementation of new online systems change the supply chain from push based model to pull based model.

(05 Marks)

c. Identify **two (02)** main issues, currently faced by JPC.

(02 Marks)

d. Using the knowledge of management information systems, suggest appropriate solutions for the issues mentioned in question c above.

(06 Marks)

(Total 25 marks)

2. i. "Information systems are more than the use of computers. Organizational, management and technology dimensions link with information systems". Comment on the statement.

(06 Marks)

ii. Explain how different information systems support the decision making needs of different management groups.

(08 Marks)

iii. Define knowledge workers **and** outline key roles of such workers.

(05 Marks)

iv. Within the context of business intelligence, describe "Data mining" and "Online Analytical Processing (OLAP) tools".

(06 Marks)

(Total 25 marks)

3. i. "Building a new information system can be considered as a planned organizational change". Explain.

(05 Marks)

ii. A feasibility study is an essential part of new information systems analysis. Discuss the feasibility of a new information system from **financial, technical** and **organizational** stand points.

(06 Marks)

iii. Organizations can use different conversion strategies to change from old system to the new system. Some of them are safe and others are unsafe. Using **any two (02)** conversion strategies, elaborate on the statement.

(08 Marks)

iv. Cost savings is only one reason to outsource information system's functions, and organizations gain several other benefits from an outsourcing relationship. Do you agree with this statement? Explain.

(06 Marks)

(Total 25 marks)

4. i. Identify **any three (03)** vulnerable sources that impact an information system of a business organization.

(06 Marks)

ii. "General controls create an overall control environment, whereas application controls are unique to each computerized application". Elaborate on the statement using sub components of general and application controls of information systems.

(07 Marks)

iii. Identify **any two (02)** technologies that could be used to ensure the system availability.

(06 Marks)

iv. Business organizations use information systems to increase their productivity. However if it minimizes the quality of human life, increased use of information systems is worthless. Justify this statement in related to ethical and social issues of information systems.

(06 Marks)

(Total 25 marks)

5. Write short notes on **any five (05)** of the following.

    a. Big data
    b. Groupware
    c. Click fraud
    d. Social engineering
    e. Encryption
    f. Biometric authentication

(05 marks each x 5)

(Total 25 marks)