

UNIVERSITY OF COLOMBO, SRI LANKA
FACULTY OF MANAGEMENT AND FINANCE

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

MOS 2202 Management Information Systems

Two (02) Hours

Answer **FOUR (04)** Questions only.

1.
 - I. Why are information systems so essential for running and managing a business today?
(05 Marks)
 - II. Why there is a considerable organizational resistance to the introduction of Information Systems?
(10 Marks)
 - III. Scholars argue that within the next few years, smartphones will become the single most important digital device we own. Discuss the implications of this statement.
(10 Marks)

(Total 25 marks)

2.
 - I. It has been said that the advantage that leading edge retailers such as Dell and Walmart have over their competition isn't technology; it's their management. Do you agree? Justify your answer.
(05 Marks)
 - II. How do systems serve for the different management groups in a business? Explain your answer by citing suitable examples from a business organization.
(10 Marks)
 - III. How does Porter's competitive forces model help companies to gain competitive advantages by using information systems. Elaborate your answer by providing real world examples.
(10 Marks)

(Total 25 marks)

- 3.
- I. What are the core activities in the systems development process?
(05 Marks)
 - II. Why is so important to understand how a business process works when trying to develop a new information system?
(05 marks)
 - III. Scholars have said that the best way to reduce systems development costs is to use application software packages or fourth-generation tools. Do you agree? Explain your answer.
(05 Marks)
 - IV. What are the challenges posed by global information systems and management solutions for those challenges?
(10 Marks)
- (Total 25 marks)**

- 4.
- I. If we talk about the mobile communication technologies we can count on many mobile technologies such as 2G, 3G, 4G and many more. What is 5G and why it is important? Briefly explain your answer.
(7 Marks)
 - II. "Today's corporate network environment is very complex". Explain your answer by giving suitable examples from the real world.
(8 marks)
 - III. What is meant by big data? Explain its impact on business.
(10Marks)
- (Total 25 marks)**

- 5.
- I. Why are information systems vulnerable to destruction, error, and abuse?
(7 Marks)
 - II. "In a corporate environment, an enterprise-wide Management Information System is a hacker's dream." discuss the extent to which you agree or disagree with this statement.
(8 Marks)
 - III. Briefly explain the different types of protection techniques that organizations use in order to establish the security and control within the organization.
(10 Marks)
- (Total 25 Marks)**

6. Briefly explain the following terms

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|------|---|-----------|
| I. | Group Decision Support Systems | (5 Marks) |
| II. | Customer Relationship Management Systems. | (5 Marks) |
| III. | Geographic Information Systems. | (5 Marks) |
| IV. | Data warehouses | (5 Marks) |
| V. | Human Resource Information System | (5 Marks) |

(Total 25 Marks)
