

UNIVERSITY OF COLOMBO, SRI LANKA
FACULTY OF MANAGEMENT AND FINANCE

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

MKT 2218/HLM 2218- Management Information Systems

Two (02) Hours

Answer any FOUR (04) Questions only

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1. i. Define Information Systems in your own words and explain how information systems affect different business careers.
(10 marks)
- ii. Describe six major objectives of investing in IT by business organizations.
(05 marks)
- iii. "Information systems can be used to combat competitive forces" Comment on this statement using relevant examples.
(10 marks)
- (Total 25 Marks)**
2. i. "Business firms use a variety of information systems such as TPS, MIS, DSS and ESS for different purposes. It is really a challenge for companies to manage all of these systems. As a solution for this problem, management has come up with a solution called "enterprise applications"
Explain different enterprise applications that can be used as a solution for the above mentioned problem.
(15 marks)
- ii. Compare and contrast the definition of an "organization" based on macroeconomics and behavioral perspectives. Elaborate which definition explains the effect of information systems on an organization more comprehensively.
(10 marks)
- (Total 25 Marks)**

3. i. "A variety of malwares threaten information systems and computers." Explain this statement with the help of available malicious software.

(08 marks)

ii. Briefly explain reasons as to why the internet is highly vulnerable to actions from outsiders.

(07 marks)

iii. Briefly discuss the steps involved in building new information systems.

(10 marks)

(Total 25 Marks)

4. i. Explain FIVE (05) trends in hardware in details.

(15 marks)

ii. Digital markets differ from traditional markets as it has unique characteristics.

Elaborate this statement highlighting effects of digital markets.

(10 marks)

(Total 25 Marks)

5. Write short notes on any FIVE of following:

i. Home replication strategy and transnational business strategy.

ii. Hackers and crackers.

iii. e- Business and e- Government.

iv. Computer crime.

v. Web 2.0 and web 3.0.

vi. Key Loggers and Viruses.

vii. Security and Control.

(Total 05X5=25 Marks)