



**SECOND YEAR EXAMINATIONS IN BACHILOR OF BUSINESS ADMINISTRATION
(EXTERNAL) – 2011/2012**

HELD IN JUNE / JULY 2013

BBA 24 – MANAGEMENT INFORMATION SYSTEM

Answer all Questions

Duration: **03 hours**

Q1.

a) "An Information System contains information about an organization and its surrounding environment". Describe about the environmental forces that influence on the Information System.

(08 marks)

b) "The study of Information System deals with issues and insights contributed from technical and behavioral disciplines". Discuss

(06 marks)

c) What are the strategic business objectives of Information System?

(06 marks)

(Total 20 marks)

Q2. a) Why is Information System so essential for running and managing e-business today?

(06 marks)

b) How do Enterprise applications, Collaboration and Communication systems and Intranets improve organizational performance?

(08 marks)

c) "Features of organizations affect the kinds of Information system used by organizations". Briefly explain those features.

(06 marks)

(Total 20 marks)

Q3.

- a) Define the term of Strategic- level of Information System. (04 marks)
- b) "Using the business value chain will cause you to consider benchmarking business processes against the competitors or other related industries"
- i) What is Benchmarking? (04 marks)
- ii) How could the industry best practices be identified? (04 marks)
- c) How does Porter's Competitive Forces help companies develop competitive strategies using Information System? (08 marks)
- (Total 20 marks)

Q4.

- a) "Ethics refers to the principles of right and wrong that individuals, acting as free moral agents, use to make choice to guide their behaviors". What specific principles for conduct can be used to guide ethical decisions? (08 marks)
- b) Why do contemporary Information Systems technology and the Internet pose challenges to the protection of individual privacy and intellectual property? (06 marks)
- c) Explain the different types of decisions taken by an organization and how the decisions making process does work? (06 marks)
- (Total 20 marks)

Q5. Write short notes on **any four** of the following:

- a) Information Technology Infrastructure and its components.
- b) What are the core activities in the system development process?
- c) Types of Networks
- d) How do DSS differ from MIS
- e) Supply Chain Management System

(4x5 = 20 marks)