SOUTH EASTERN UNIVERSITY OF SRI LANAKA

SECOND YEAR EXAMINATION IN BACHELOR OF BUSINESS ADMINISTRATION / COMMERCE (EXTERNAL) – 2009 / 2010 – HELD IN DECEMBER 2010

BBA / COM 24 – MANAGEMENT INFORMATION SYSTEM

Answer **all** questions.

Time: **Three** Hours

01. (i) Describe the functions of an Information system. What are the factors in the environment which can influence on information system of an organization.

(07 marks)

(ii) "Information systems are more than computers. Using information system effectively requires an understanding of the organization, management, and Information technology shaping the system" discuss about this statement.

(08 marks)

(iii) "Information system has come to play a larger role in the life of organization". Describe the widening scope of information system.

(05 marks)

(Total 20 marks)

02. (i) Describe the major types of systems in an organizations and state the relationships one to another.

(07 marks)

(ii) "Information system is serving each of the major functional areas of a business". Describe the two examples of information systems of functional areas of a Business.

(08 marks)

(iii) How can systems be used to focus on market niche?

(05 marks)

(Total 20 marks)

03. (i) Describe why telecommunications technology has become such an important issue for managers and organizations.

(07 marks)

(ii) Describe how Internet technology can facilitate management and coordination of internal Business processes and supply chain management.

(08 marks)

(iii) Briefly explain the importance of Customer Relationship Management (CRM) to an organization.

(05 marks)

(Total 20 marks)

04. (i) What do you mean by "System Development"? And discuss the system development process. (08 marks)

(ii) "End- User development" is one type of system development approaches to managers". Elaborate this approach and identify its benefits and limitations of end- user development. (07 marks)

(iii) What is User – Designer communication gap? How it is important on system building? (05 marks)

(Total 20 marks)

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

(i) Managerial roles and supporting information systems

(ii) Major Internet services

(iii) Telecommunications applications that can support electronic Commerce and electronic business.

(iv) Two principal methodologies for establishing essential information requirements of an organization.

(v) Organizational learning and knowledge management

(4x5 = 20 marks)