

**SOUTH EASTERN UNIVERSITY OF SRI LANKA**

SECOND EXAMINATION IN BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY FOR  
MANAGEMENT STUDIES - 2009/2010  
SEMESTER -I, AUGUST - 2011

**ITMS 2143 R - TECHNOLOGY MANAGEMENT AND APPLICATION**

Answer all questions

Time: 03 hours

**Question 1**

- a. The digital economy offers more opportunities to entrepreneurs and enables them to run their business in innovative ways. Define digital economy and explore the possible opportunities that could be tapped by the entrepreneur in the digital economy. (14 Marks)
- b. List major capabilities of IT. (6 Marks)
- (Total 20 Marks)

**Question 2**

- a. What is a functional information system? Explain it briefly with suitable examples. (8 Marks)
- b. "Transaction Processing System (TPS) is considered critical to the success of any organizations since they support core operations and it helps an organization's management information system and decision support system". Elucidate. (12 Marks)
- (Total 20 Marks)

**Question 3**

- a. Intranet and extranet portals play important role in the supply chain management. Describe their role and how they support supply chain management? (10 Marks)
- b. Electronic commerce provides opportunities to expand markets globally. However it may create long and complex supply chain. What do you mean by global supply chain? Explain. (10 Marks)
- (Total 20 Marks)

**Question 4**

- a. Why does data management matter? (5 Marks)
- b. "Data are an organizational asset" Do you agree? Give your view. (6 Marks)
- c. Distinguish between operational database, data warehouse and data mart? (9 Marks)
- (Total 20 Marks)

**Question 5**

- a. Write short description for the followings:
- TDMA
  - GSM
  - EDI
  - CRM
  - ERP
- (Total 20 Marks)