

SOUTH EASTERN UNIVERSITY OF SRI LANKA

**SECOND EXAMINATION IN BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY
FOR MANAGEMENT STUDIES -2010/2011**

SEMESTER-I, JULY/AUGUST-2012

ITMS 2143R TECHNOLOGY MANAGEMENT AND APPLICATION

Answer all questions

Time: Three Hours

Question 01

- a. What is Business Model? Explain the five business models of the digital age with suitable example. **[7 Marks]**
 - b. Discuss the *drivers* forcing changes in business environment and organizational responses to these drivers. **[8 Marks]**
 - c. Explain how operational, managerial, and strategic activities are related to various IT support systems. **[5 Marks]**
- [Total 20 Marks]**

Question 02

- a. Distinguish between Interorganizational Information Systems (IOS) and Electronic Markets. **[5 Marks]**
 - b. Discuss the advantages of a Web-based operating environment. **[5 Marks]**
 - c. Describe differences and relationships between intranets and extranets. **[6 Marks]**
 - d. List the major advantages of the Internet. **[4 Marks]**
- [Total 20 Marks]**

Question 03

- a. Define e-auction and describe how forward and reverse auctions are used in B2B commerce. **[7 Marks]**
 - b. Describe e-government and its major benefits. **[6 Marks]**
 - a. Discuss the attributes of mobile computing. **[7 Marks]**
- [Total 20 Marks]**

Question 04

a. Illustrate and explain Porter's value chain model.

[7 Marks]

a. What is an e-supply chain? Explain supply chain flows and its major segments.

[7 Marks]

b. Discuss the supply chain problems and solutions for those problems.

[6 Marks]

[Total 20 Marks]

Question 05

Compare and contrast the followings:

a. GPS and GIS

b. TPS and MIS

c. MRP and MRP II

d. SCM and ERP

[Total 20 Marks]