

SOUTH EASTERN UNIVERSITY OF SRI LANKA**SECOND EXAMINATION IN BACHELOR OF SCIENCE IN MANAGEMENT AND
INFORMATION TECHNOLOGY -2010/2011****SEMESTER-I, JULY/AUGUST-2012****MIT 21043 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]**