

**SOUTH EASTERN UNIVERSITY OF SRI LANKA**

**FINAL EXAMINATION IN BACHELOR OF BUSINESS ADMINISTRATION/BACHELOR OF COMMERCE - 2009/2010  
SEMESTER -II, JANUARY/FEBRUARY - 2012**

**MIS 4214 – INFORMATION TECHNOLOGY MANAGEMENT**

Answer all questions

Time: 03 hours

**Question 1**

- a. Decision making is a crucial part of good business. Explain how data visualization would improve decision making. (12 Marks)
  - b. "Data warehouse can be used to improve consumer satisfaction and company's profitability". Describe it in detail. (08 Marks)
- (Total 20 Marks)

**Question 2**

- a. What do you mean by Web-based TPS? Briefly discuss the benefits of it. (06 Marks)
  - b. Explain how operational, managerial, and strategic activities are related to various IT support systems. (14 Marks)
- (Total 20 Marks)

**Question 3**

- a. A supply chain is much more powerful in the Internet marketplace. Discuss how Internet technologies can be used to manage the supply chain. (10 Marks)
  - b. Define ERP and briefly describe its major functionalities. (05 Marks)
  - c. RFID is considered superior to bar codes. Discuss why this is so. (05 Marks)
- (Total 20 Marks)

**Question 4**

- a. What is an Interorganizational Information System? Describe five problems of IOS. (10 Marks)
- b. Describe how forward and reverse auctions are used in B2B commerce. (06 Marks)
- c. List and clearly describe some disadvantages of Information Technology. (04 Marks)

(Total 20 Marks)

**Question 5**

- a. Write short notes for the followings:
  - i. WLAN
  - ii. TDMA
  - iii. OLAP
  - iv. OLTP
  - v. EDI

(Total 20 Marks)