

SOUTH EASTERN UNIVERSITY OF SRI LANKA

FIRST EXAMINATION IN BACHELOR OF SCIENCE (INFORMATION TECHNOLOGY FOR
MANAGEMENT STUDIES) – 2007/2008
SEMESTER – II, AUGUST/SEPTEMBER 2009

ITMS 1233 – BUSINESS INFORMATION SYSTEM

Answer **all** questions.

Time: 03 hours

01.

I. You have been assigned as a junior manager-BIS @ ISNA PLC. Your Senior manager-BIS has asked you to write a report on IS. Your report has to highlight the following information.

- Fundamental roles of IS in business (05 Marks)
- Managerial challenges of information technology @ present business organization (04 Marks)
- Success and failure with IT (04 Marks)

II. Define the term “Open system”

(04 Marks)

III. Rationalize why business organization and computers are referred to as open systems.

(04 Marks)

(Total 20 Marks)

02. You have been invited for a seminar as a resource person to professional business people @ your region. Semester contents have to emphasize the following aspect.

I. Different points of views with respect to organizations using IT (05 Marks)

II. Businesses can develop competitive strategies to counter the actions of the competitive forces that confront in the marketplace. Argue positively in favour of this statement (05 Marks)

III. Value can be created by core / primary processes and support processes which support to all core processes of the organization. Argue positively with respect to this statement. (05 Marks)

IV. Differentiate between Business Improvement - (BI) and Business Process Reengineering – (BPR)

(05 Marks)

(Total 20 Marks)

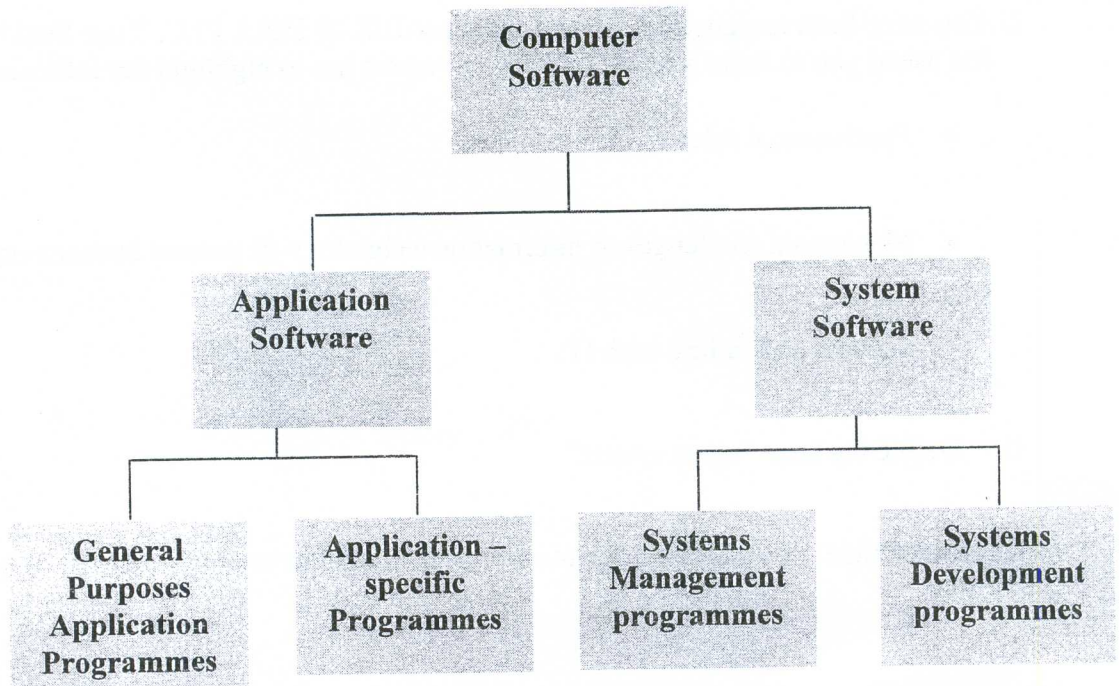
03.

I. Write a note on categories of computer system highlighting users and purposes

(05 Marks)

II. Outline why computer software plays vital role @ contemporary organizations. Your description has to incorporate major types of SW. Use the following supportive document for your aid

(05 Marks)



III. You have been asked to write a memo to your senior manager – BIS. Assume you are junior manager - BIS @ AMSI PLC.

When writing this memo, stress the following bulleted points in your memo.

- Telecommunication Industry trends
- Technology trends

(05 Marks)

IV. The internet revolution has led to the internet applications in business. Criticize this statement

(05 Marks)

(Total 20 Marks)

04.

I. Outline the role of intranet and extranet to business organization

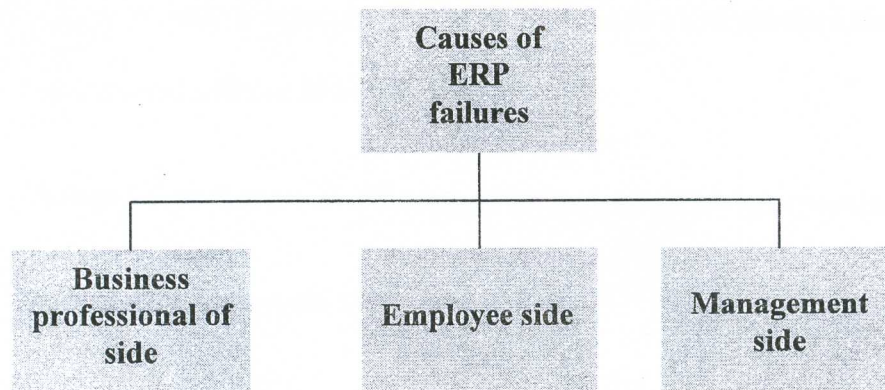
(04 Marks)

II. write a note on "Telecommunication media"

(04 Marks)

III. Causes of ERP failures are cascaded into three cascades. Which aspect (s) give more concern in business organization. Rationalize your answer. Use the following as a supportive document to answer

(03 Marks)



IV. Write a teaching note to your senior manager – e – commerce including the following key aspects. Assume that you are a junior manager – e commerce

- Scope of e – commerce (03 Marks)
- Categories of e – commerce (03 Marks)
- Factors for successful e - commerce (03 Marks)

(Total 20 Marks)

05.

I. Categorize the decision structure

(05 Marks)

II. Differentiate between MIS and DSS

(05 Marks)

III. Outline information system development cycle – (ISDC)

(05 Marks)

IV. Outline Security, ethical and societal challenges of IT

(05 Marks)

(Total 20 Marks)
