

Uva Wellassa University

Faculty of Management



Degree of Bachelor of Business Management in Entrepreneurship and Management

THIRD YEAR SECOND SEMESTER EXAMINATION – DECEMBER/JANUARY 2017

EMG 375-2 Managing the Digital Firm

Instructions to candidates:

No. of pages : Two (02)
No. of questions : Five (05) - Essay
Time : Two (02) Hours
Marks allocated : 100 Marks
Answer any four (04) Questions.

Index No:

01. Information systems enable the firm to increase its revenue or decrease its costs by providing information that helps managers to make better decisions or that improves the execution of business processes.

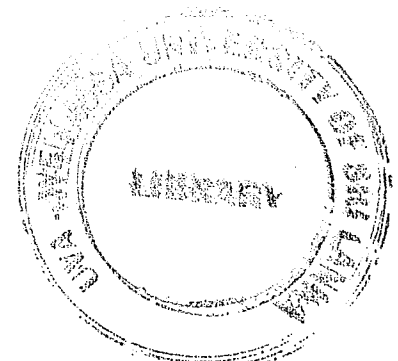
- i) What is meant by an “Enterprise Application Architecture”? (05 Marks)
- ii) Discuss the types of information systems which are used by the different managerial levels within an organization. (10 Marks)
- iii) Discuss how business organizations can be globalized by using sophisticated Information Systems. (10 Marks)

(Total Marks-25)

02. Digital firms sense and respond to their environments far more rapidly than traditional firms, giving them more flexibility to survive in difficult times.

- i) Explain why firms heavily invest on Information Systems? (10 Marks)
- ii) “Aligning Information Technology with Business objectives is essential for strategic use of systems”. Discuss. (15 Marks)

(Total Marks-25)



03. A Database Management System (DBMS) is software that permits an organization to centralize data, manage them efficiently, and provide access to the stored data by application programs.

i) Briefly explain the role of "Data Base Administrator". (05 Marks)

ii) Explain the importance of implementing a Database Management Systems to achieve a superior business performance within an organization. (10 Marks)

iii) Discuss how individual privacy and intellectual property can be challenged due to Internet and Information Systems. (10 Marks)

(Total Marks-25)

04. Information systems automate many steps in business processes that were formerly performed manually.

i) How do Manufacturing Management Systems help firms to achieve operational excellence? (10 Marks)

ii) Discuss how Functional Information Systems support to improve business processes and to create competitive advantages. (15 Marks)

(Total Marks-25)

05. System Development Life Cycle (SDLC) is the overall process of developing information systems to fulfill the different requirements of the organization.

i) Briefly explain three (03) methods to develop an Information System? (06 Marks)

ii) Discuss the stages of System Development Life Cycle. (09 Marks)

iii) Discuss the reasons for Information Systems failure (10 Marks)

(Total Marks-25)