



Uva Wellassa University
Faculty of Management

Degree of Bachelor of Business Management in Entrepreneurship and Management
THIRD YEAR SECOND SEMESTER EXAMINATION - SEPTEMBER / OCTOBER 2013

EMG 375 - 2 Managing the Digital Firm



Part C - Essay Questions

Answer only **Four (04)** questions from Part C including question number 1.

Marks allocation: 50

1. Answer the following questions. You may use any RDBMS package to support your answer.
 - i. What is a relational database?
 - ii. What is hierarchical database?
 - iii. State the difference between data and information?
 - iv. Define Input Masks?
 - v. Define Primary Key?
 - vi. Define Object Oriented Database?
 - vii. Abstraction in database concepts
 - viii. Process of creating relationships between tables?
 - ix. What are queries?
 - x. What does exporting data mean? (2 * 10 = 20)
2. How do managers use information systems for decision making? (10 marks)
3. Analyze how information systems support various business strategies for competitive advantage. (10 marks)
4. What effect are new technologies having on the utilization of an organization's resources? (10 marks)
5. How do information systems support the major business functions: sales and marketing, manufacturing and production, finance and accounting, and human resources? (10 marks)