



**Uva Wellassa University**  
**Faculty of Management**

**Degree of Bachelor of Business Management in Entrepreneurship and Management**  
**SECOND YEAR SECOND SEMESTER EXAMINATION - AUGUST/SEPTEMBER 2011**

**Uva Wellassa University**

**EMG 274 -2 Managing the Digital Firm**

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**Instructions to candidates:**

No. of pages : Four (04)

No. of questions : Five (05) Structured

Index Number:

: Five (05) Essay

Time allocation : One (01) Hour & Forty Minutes (40)

Marks allocated : 85 Marks

Question paper is not to be removed out from the examination hall.

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### Part C – Essay Questions

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

Marks allocation: 50

1. Answer the following questions. Elaborate your answers with relate to MS Access
  - i. What is a relational database?
  - ii. What is a table?
  - iii. State the difference between data and information?
  - iv. Define Input Masks?
  - v. Define Primary Key?
  - vi. Explain the process of applying a single filter?
  - vii. Sorting Records
  - viii. Process of creating relationships between tables?
  - ix. What are queries?
  - x. What does exporting data mean? (2 \* 10 = 20)
2. Identify and describe important features of organizations that managers need to know about in order to build and use information systems successfully. (10 marks)
3. Analyze how information systems support various business strategies for competitive advantage. (10 marks)
4. The Internet can help companies create and capture profit in new ways by adding extra value to existing products and services or by providing the foundation for new products and services. Elaborate and explain this statement with suitable examples? (10 marks)
5. Effective managers not only gather business data for their company, but also analyze and interpret the data to create meaningful information for improving the company's opportunities for success. Discuss with suitable examples? (10 marks)