

# Uva Wellassa University

Faculty of Management

Degree of Bachelor of Business Management in Entrepreneurship and Management

THIRD YEAR SECOND SEMESTER EXAMINATION – JANUARY/FEBRUARY 2016

EMG 375-2 Managing Digital Firm



## Instructions to candidates:

No. of pages : Two (02)  
No. of questions : Four (04) Essay  
Time : Two (02) Hours  
Marks allocated : 100 Marks  
Answer all questions.

Index No:

01. Management Information Systems (MIS) not only include software systems, but the entire set of business processes and resources that are used to pull together information from functional or tactical systems. Data is then presented in a user-friendly and timely manner so that middle and upper-level managers can use it to take the right actions.

- i) What is a Management Information System? (05 Marks)
- ii) Briefly explain the components of an information system with suitable examples. (10 Marks)
- iii) How can information technology support a company's business processes and decision making to create a competitive advantage? (10 Marks)

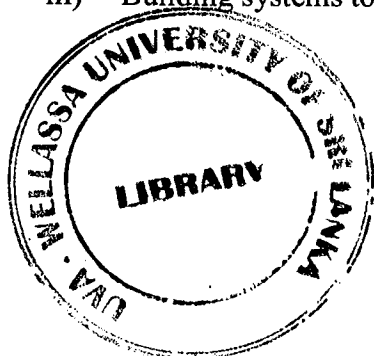
(Total Marks-25)

02. Information System (IS) failure has been a debatable topic among academics and also organizations have been struggling to improve the success rate for information system implementation projects over the past decades.

- i) Why do Information Systems Fail? (07 Marks)
- ii) How can managers/ IT managers reduce the likelihood of information system failures? (08 Marks)
- iii) "Building systems today is much complicated than it did in the past". Comment.

(10 Marks)

(Total Marks-25)



03. The systems development life cycle (SDLC) is a conceptual model used in project management that describes the stages involved in an information system development project, from an initial feasibility study through maintenance of the completed application.

- i) Briefly explain the stages of System Development Life Cycle (SDLC). (10 Marks)
  - ii) Briefly explain three (03) methods to develop a system? (06 Marks)
  - iii) What are the advantages and disadvantages of choosing external employees from another organization or contractors to develop the system? (09 Marks)
- (Total Marks-25)

04. It is very difficult to imagine how any business could operate during this time without the use of the internet. The development of the internet has significantly altered the day to day operations of a business; including how they communicate with each other and their audience.

- i) Briefly explain the significance of the Internet and its role in changing business strategies, structures and the business environment. (09 Marks)
  - ii) Discuss the ways that Internet applications provide value to a company and to its customers. (08 Marks)
  - iii) Briefly explain both the strengths and the weaknesses of the Internet as a business resource. (8 Marks)
- (Total Marks-25)

