



Uva Wellassa University

Faculty of Management

Degree of Bachelor of Entrepreneurship and Business
Management

Year 3 Semester - 1 Examination - December 2008

EMG 373 - 2 Managing the Digital Firm

(Total marks for part C is 50)

Answer 4 questions including question number 1.

1. i) Identify a specific organization, and discuss how either a Marketing Information System, or a Manufacturing Information System, or a Financial Information System, or a Human Resource Information System, has (or, can have) an impact on the performance of that particular organization (10 marks)

ii) Define the followings (10 marks)
 - a. Record
 - b. Database
 - c. Attribute
 - d. Key field
 - e. System analyst
 - f. Authentication
 - g. Web Bugs
 - h. Modem
 - i. Local Area Network
 - j. Legacy Systems
2. i) List, and briefly describe the components in the data hierarchy?

ii) Briefly describe the difference between an intranet and an extranet?
3. Explain how Porter's competitive forces model and the value chain model help businesses use information systems for competitive advantage?
4. Identify and describe the stages of IT infrastructure evolution?
5. Describe the features of telecommunicating networks and identify key networking technologies?

