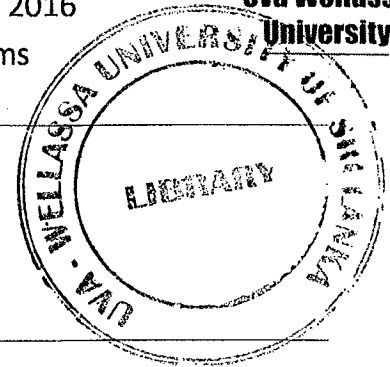


Uva Wellassa University of Sri Lanka  
Faculty of Science and Technology  
Department of Computer Science and Technology  
400 level 1<sup>st</sup> Semester Examination – Jul./Aug. 2016  
CST473-2 Management Information Systems



**Instructions to candidates**

**Duration:** Two (02) hours

**Number of questions:** Five (05)

**Answer any four (04) questions only**

**Mark allocation:** 100

1.
  - a. List and briefly describe the two (02) main ways to enhance business process using IT. (4 mark)
  - b. Name and describe any three (03) types of business information systems. (9 mark)
  - c.
    - i. Briefly explain the Transaction Processing Systems (TPS) and give two (02) examples. (4 mark)
    - ii. List and describe three (03) features of transaction processing systems. (6 mark)
  - d. 'Batch Processing' is one of the two methods of processing transactions. Name and briefly describe the other method. (2 mark)
  
2.
  - a. Briefly explain the components of Information Technology infrastructure using a diagram. (3 mark)
  - b. Briefly describe each era in IT infrastructure evolution (5 mark)
  - c. Briefly explain multitier client server architecture using a suitable diagram. (4 mark)
  - d. State the metcalfe's Law of network economics. (3 mark)
  - e. List three (03) cloud computing characteristics and briefly explain any two (02) of them. (5 mark)
  - f. Briefly explain the interdependence between organizations and information systems. (5 mark)

3.

- a. Briefly explain any four (04) problems in traditional file systems. (4 mark)
- b. Compare and contrast database with data warehouse. (4 mark)
- c. What is meant by business intelligence tools? Give two (02) examples. (4 mark)
- d. Explain with examples how managers adopt online collaboration and social networking software to improve coordination, collaboration, and knowledge sharing. (6 mark)
- e. Briefly explain strategic business objectives of information systems. (3 mark)
- f. How information system transform business's and what is their relationship to globalization? (4 mark)

4. Write short notes on

- a. Digital firm (5 mark)
- b. Business processes (5 mark)
- c. Decision-support systems (DSS) (5 mark)
- d. Features of organizations (5 mark)
- e. Computer crime (5 mark)

5.

- a. Carry out an environmental analysis (using SWOT analysis technique) to understand the current situation of the company Uva Nation. (8 mark)

Although the music business is struggling, the music company 'Uva Nation' is doing good business. It is the Uva province's largest events and live music promoter with more than 64, 000 people attending some 100 of events in each year. The company also owns the house of chain of venues, where customers can enjoy different genres of live music. CEO Isuru Kavim has guided the company since it was spun-off as a separate business in 2005 from radio giant Uva Channel Communications.

On its Web site, 'Uva Nation' describes itself as the future of music business. Through live concerts, music venues, festivals, and being the most comprehensive concert search engine on the Web, 'Uva Nation' is revolutionizing the music industry both onstage and online. Its strategy is to connect the artists to the fans. Isuru is not satisfied with dominating only the concert business. Although Uva Nation is continued to focus on its live music assets, Isuru is focusing on facilitating the music stars. He's offering them a one-stop operation that handles their every musical need. The offer is: "We already operate your tours. Why not let us make your albums, sell

your merchandise, run your web site, and produce your videos and a range of other products you haven't yet thought of". In October 2015, Isuru landed a big name when he signed a first-of-its-kind deal with Pulina, a well-known musician in Badulla. He signed a 10-year contract estimated at Rs. 1, 200, 000 to let Uva Nation handle every part of Pulina's business except publishing music videos and CDs. Uva Nation hopes to add more superstars to its roster. The Uva Nation is a risk-taker.

The key to Uva Nation's growth strategy is the ability to connect their customers who attend their shows in every year. The company's valuable database with contact information of customers gives an efficient way to offer them additional music-related products and services.

- b. How does 'Porter's competitive forces' model help companies to develop competitive strategies using information systems? (7 mark)
- c. How do the value chain and value web models help businesses to identify opportunities for strategic information system applications? (10 mark)

