

Uva Wellassa University

Faculty of Management

Bachelor of Business Management in Entrepreneurship and Management

Year 2 Semester II Examination – June/ July 2010/11

EMG 274-2 Managing the Digital Firm

Index No.

Time : 1 hour and 40 minutes

Part - C

Total marks for Part C - 50

Answer **three** questions including question number one

- 1) Gamini Networking (Pvt) Ltd is one of the famous network services providing company in Sri Lanka. The Managing Director of above company came to know that, some employees misused its information and property rights and obligations. You are a Consultant of Gamini networking (Pvt) Ltd, Sri Lanka, and the Managing Director asked you to analyze the above ethical issues arise and to develop strategic plan to reduce the issue.

You need to prepare a consultation report including all the process of ethical analysis

(30 marks)

- 2) Discuss how Enterprise Resource Planning, Supply Chain Management, and Customer Relationship Management Systems add value to the organizational business activities?

(10 Marks)

- 3) "Investment in information technology does not always produce positive results"
Discuss this statement?

(10 Marks)

- 4) Explain Group Decision-Support Systems (GDSS) and its sequence activities of collaborative support?

(10 Marks)