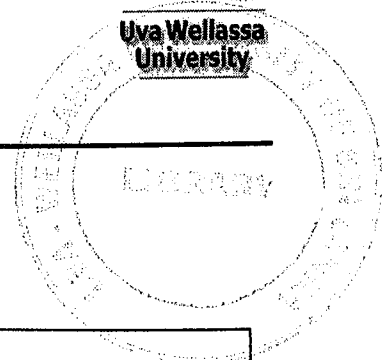


**B.Sc. in Export Agriculture
Faculty of Animal Science & Export Agriculture
Uva Wellassa University**

**Year IV Semester I
End Semester Examination – Dec 2009 /Jan 2010
Management Information System (EAG 327-2)**



Instructions

Answer **all** questions

No. of questions : Two (02)

No. of pages : One (01)

Time : One hour (1 hr)

Total marks allocated : 60/100 marks

Index Number:

Part II

Question 1: (30 Marks)

- a) Explain the porter's value chain concept for competitive advantage. (10 marks)
- b) Briefly explain the different categories of end user computing. (05 marks)
- c) What are the possible risks associated with end user computing? (10 marks)
- d) How could you minimize the fear of the employees in your organization for the use of computers? (05 marks)

Question 2: (30 Marks)

- a) Using a model diagram, explain the Marketing Information System of an organization.(20 marks)
- b) Briefly explain how the MIS could be used to improve the agribusiness activities. (10 marks)

- End -