



UNIVERSITY OF MORATUWA

Faculty of Information Technology

B.Sc. (Hons) in Information Technology and

B.Sc. (Hons) in Information Technology and Management

IS 3610 – Management Information Systems (Batch 21)

Tutorial 06

Fill in the Blanks

1. Walmart's Retail Link system is an example of information systems supporting supply chain management.
2. Customer relationship management (CRM) helps increase revenues and profits by improving relationships with customers and suppliers.
3. Competitive advantage allows a firm to generate greater sales or margins and retain more customers.
4. An information system is a set of interrelated components that collect, process, store, and distribute information.
5. Hardware and software alone do not constitute an information system; they need to be designed to fit the organization and the people who work with the system.
6. Complementary assets are organizational, managerial, and social assets required to derive value from a primary investment.
7. A business process is a manner in which work is organized, coordinated, and focused to produce a valuable product or service.
8. A cross-functional business process involves close coordination across multiple departments or functions within an organization.
9. Sales management, market research, and promotion are key functions of customer relationship management

10. Transaction processing systems (TPS) support operational managers by recording daily routine transactions.
11. Decision support systems (DSS) support non-routine decision-making for middle management.
12. Executive support systems (ESS) often provide information to senior executives through a portal or digital dashboard.
13. Disruptive technology brings drastic change to businesses, industries, and markets.
14. The hierarchical organizational structure is characterized by centralized management and decision-making.
15. Agency costs refer to the costs of managing and supervising employees.
16. Information technology can help to flatten organizations by pushing decision-making to lower levels.
17. The value chain model views a firm as a series of activities that add value to products and services.
18. Procurement is a support activity in the value chain model concerned with acquiring inputs for production.
19. Keystone firms are dominant companies within a business ecosystem, creating platforms for other firms.
20. Niche firms rely on the platform developed by keystone firms within a business ecosystem.
21. Transaction cost theory suggests firms seek to economize on transaction costs.

22. Aligning IT with business objectives is essential for achieving organizational goals