



**UNIVERSITY OF COLOMBO, SRI LANKA**



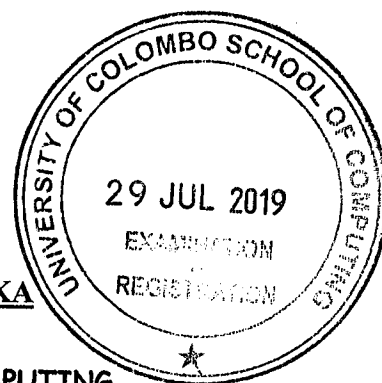
**UNIVERSITY OF COLOMBO SCHOOL OF COMPUTING**

**BACHELOR OF SCIENCE IN INFORMATION SYSTEMS**

*First Year Examination – Semester I – 2019*

***IS1103 – Information Systems Management  
PART A***

***TWO (2) HOURS***



***To be completed by the candidate***

Examination Index No: .....

**Important Instructions to candidates:**

1. The medium of instruction and question is **English**.
2. If a page or a part of this question paper is not printed, please inform the supervisor immediately.
3. Note that questions appear on both sides of the paper. If a page is not printed, please inform the supervisor immediately.
4. Write your index number on each and every page of the Question paper.
5. This paper has **04** questions across **Part A** and **Part B**.
6. Students are required to answer both **Part A** and **Part B** in **two hours**.
7. **Part A** of this paper has two (2) structured questions in 9 pages.
8. **Part B** of this paper has two (2) structured type questions in 7 pages.
9. Answer **ALL** questions in **Part A** and **Part B**. All questions carry equal marks (25 marks).
10. Any electronic device capable of storing and retrieving text including electronic dictionaries and mobile phones are **not allowed**.

**For Examiner's use  
only**

Question No	Marks
1	
2	
Total	

Index No: .....

**Part A**

**Question 1**

(a) Now-adays, Information Systems are used by almost every profession and all businesses.

(i). List down four (04) fundamental roles in Business Information Systems.

[2 Marks]


(ii). Briefly explain why, study of Information Systems should deal with issues contributed from behavioral disciplines?

[3 Marks]


Index No: .....

- (iii). “The small business owners / Entrepreneurs use Information Technology significantly to achieve success.” Justify your answer.

[4 Marks]


- (b) Information Technology plays a major role in businesses.

- (i). Briefly explain what is meant by “IT Strategic Planning”.

[2 Marks]


Index No: .....

- (ii). Briefly explain three (03) strategies used by businesses to achieve competitive advantage illustrating the use of Information Technology.

[6 Marks]


- (iii). Briefly explain the term "On-Demand Computing"

[2 Marks]


Index No: .....

(c) Complete the following table to summarize the features of different types of Information Systems.

[6 Marks]

Type	Information Input	Information Output	Users
TPS			
MIS			
DSS			
ESS			

Index No: .....

**Question 2**

(a) Answer the following subparts from (i) to (iv) by underlining whether the given statement is TRUE or FALSE. Justify your answer in the space provided.

[6 Marks]

- (i). Business process re-engineering is a routine action carried out by managers at the top-level hierarchy to make minor improvements to the business process.

TRUE / FALSE

- (ii). The threat of a substitute is high if the buyer's cost of switching to the substitute is low.

TRUE / FALSE

- (iii). Information Technology shifts the agency cost curve inwards opening the possibility of revenue growth without increasing the firm size.

TRUE / FALSE

Index No: .....

- (iv). Disruptive change harms an organization's performance or even puts it out of business.

**TRUE / FALSE**


- (b) Different types of capital budgeting models can be used to measure the value of investing in long-term capital investment projects

- (i). What is the main characteristic common in all these models?

[1 Mark]


- (ii). List down three (03) Capital budgeting models and for each give an advantage and a disadvantage.

[6 Marks]


Index No: .....


(c) Project risk and benefits are considered in "Portfolio Analysis" to make decisions on IS investment. Using a diagram, explain the decisions made in "Portfolio Analysis".

[6 Marks]




Index No: .....

(d) Compare and contrast “Business Process Reengineering” and “Continuous Improvement”

[6 Marks]


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