## Uva Wellassa University

## **Faculty of Management**

Degree of Bachelor of Business Management in Entrepreneurship and Management

Year 3 Semester - 1 Examination - December/January - 2009/2010

EMG 373 - 2 Managing the Digital Firm

Total marks 50

## Answer 4 questions including question number 1.

- 1. i) Describe how information systems support major business functions in relation to Sales and Marketing, Manufacturing and Production, Finance and Accounting, and Human (10 marks) Resource.
  - ii) Briefly explain the followings with relate to MS Access

(10 marks)

NO VERSIT

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- Database
- b. Entity
- Field
- d. Record
- Attribute
- Primary Key
- Authentication
- h. Foreign Key
- Input mask
- Sorting
- 2. Analyze the relationship among ethical, social and political issues that are raised by information systems
- 3. Explain how Porter's competitive forces model and the value chain model help businesses use information systems for competitive advantage
- 4. Describe the principles of a database management system and the features of a relational database
- 5. "Technology empowers people by giving them the information needed to live in this complex world" Do you agree or disagree with the above statement. Explain in detail with real examples?

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