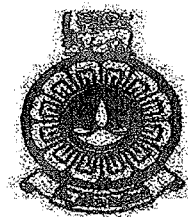Sample

The Open University of Sri Lanka
B.Sc. (IT) Degree Programme – 2023/2024
Department of Computer Science
ISU3300 – Fundamentals of Information Systems
No Book Test 2
Duration: One hour only (01 Hour)

Date: 26.10.2024	Time: 01.00 p.m. – 02.00 p.m.

ANSWER ALL QUESTIONS Index Number:...............................

Write the answers on the question paper itself.

Write the *most suitable* answer a, b, c or d inside the cage provided for each question.	
1.	Which of the following describes e-commerce? a) Doing business electronically b) Doing business c) Sale of goods d) None of above	
2.	Which of the following best defines **competitive advantage**? a) The ability of a business to reduce operational costs significantly. b) A unique edge that allows a company to outperform competitors by generating greater profitability, customer loyalty, or market share. c) The process of matching the prices of competitors to retain customers. d) A business strategy that focuses on entering untapped markets.	
3.	The extent to which a business concentrates on a narrowly defined market is best referred to as _____. a) Focus strategy b) Low-cost leadership c) Strategic alliance d) Bargain power of buyer	
4.	Which type of e-commerce focuses on consumers dealing with each other? a) B2B b) C2C c) B2C d) C2B	

5.	A business strategy that seeks to build competitive advantage with its product or service by having it be unique from other available competitive products would be classed as _____ strategy.
	
	    a) Market focus
	    b) Differentiation
	    c) Low-cost leadership
	    d) None above

6.	Which of the following is *not* a benefit of Ethical Supply Chain Management (SCM)?
	
	    a) Improved corporate reputation
	    b) Increased consumer trust
	    c) Sustainable business practices
	    d) Maximizing short-term profits

7.	Which of the following statements is *true* about intranets?
	
	    a) Intranets are public networks accessible by anyone on the internet.
	    b) Intranets are private networks used to share information and resources within an organization, accessible only by authorized employees.
	    c) Intranets do not use the same technologies as the internet, like HTML and JavaScript.
	    d) Intranets are typically managed by the HR department in most organizations.

8.	Which of the following is *not* an advantage of using an extranet?
	
	    a) Enhanced communication and engagement with external partners, suppliers, and customers.
	    b) Reducing capital expenditure by minimizing investment in infrastructure and IT support.
	    c) Increased collaboration and real-time knowledge sharing across organizational boundaries.
	    d) Streamlined processes by providing external stakeholders direct access to relevant tools and information.

9.	Which of the following is *not* a benefit of streamlining supply-side activities in SCM? a) Reducing overproduction b) Increasing inefficiencies c) Minimizing delays d) Reducing costs	
10.	During which phase of the order fulfillment process is the pricing and quantity of items verified to confirm the order? a) Order Booking b) Order Confirmation c) Order Configuration d) Returns	
11.	Which of the following best describes the primary goal of **e-Administration** within e-Government? a) To enhance public engagement with bring people together. b) To establish connections between government and external groups. c) To optimize the government's operations. d) To provide online services to businesses and individuals.	
12.	Which advantage of globalization primarily allows companies to reduce their dependence on local economies and access new customer bases? a) Innovation and Knowledge Sharing b) 24/7 Global Operations c) Market Expansion d) Enhanced Customer Support	
13.	What is the primary purpose of Enterprise Resource Planning (ERP) software? a) To enhance customer relationship management exclusively b) To focus solely on financial management c) To manage and integrate core functions of a business across various departments d) To provide marketing analytics and insights	

14.	Which type of management primarily utilizes Decision Support Systems (DSS) and Executive Support Systems (ESS)?
	
	    a) Strategic Management
	    b) Tactical Management
	    c) Operational Management
	    d) Middle Management	

15.	Which of the following factors should be considered regarding employee resistance during the implementation of an information system?
	
	    a) Initial costs of hardware and software
	    b) Change Management and support strategies
	    c) Ongoing maintenance and support services
	    d) Pros and cons analysis of the system	

16.	In a centralized organizational structure, which of the following statements is *true*?
	
	    a) Decision-making authority is distributed evenly across all levels of the organization.
	    b) Information flows primarily from the bottom up, allowing more input from lower-level employees.
	    c) Senior leaders or a central authority make the majority of the critical decisions.
	    d) There is typically less control from senior management over lower-level operations.	

17.	Which organizational structure is generally considered more suitable for small organizations with fewer employees?
	
	    a) Decentralized Organizational Structure
	    b) Centralized Organizational Structure
	    c) Matrix Organizational Structure
	    d) Network Organizational Structure	

18.	What type of supporting activity is purchasing inputs such as material, supplies, and equipment?
	
	    a) Procurement
	    b) Inbound Logistics
	    c) Outbound Logistics
	    d) Infrastructure	

19.	What are the five primary activities of the Porter's value chain model? a) Inbound Logistics, Operations, Outbound Logistics, Marketing and Sales, Technology and Development b) Inbound Logistics, Operations, Outbound Logistics, Marketing and Sales, HR Management c) Inbound Logistics, Operations, Outbound Logistics, Marketing and Sales, Service d) Inbound Logistics, Operations, Infrastructure, HR Management, Service	
20.	Which of the following characteristics of information refers to its ability to be used multiple times for various purposes by different parties? a) Information can be refined b) Information can be reproduced c) Information can be reused repeatedly d) Information can be synthesized and converted into knowledge	
21.	Which of the following is considered an alternative approach to downsizing in a company? a) Increasing the workforce to meet demand. b) Placing restrictions on hiring. c) Expanding non-essential departments. d) Offering substantial bonuses to employees.	
22.	Which of the following is a potential consequence of poor communication within a business? a) Increased employee satisfaction b) Enhanced teamwork c) Misunderstanding of goals d) Improved customer relations	
23.	_____ is a business practice in which a company hires another company or an individual to perform tasks, handles operations. a) Subcontracting b) Outsourcing c) Downsizing d) None of above	

24.	What is the primary focus of the Retention & Loyalty Programs component in a CRM system? a) To track sales performance and manage sales teams. b) To identify and reward loyal customers while utilizing data for targeted marketing. c) To automate marketing campaigns and direct mail scheduling. d) To provide real-time access to customer service data for support agents.	
25.	Which of the following is a key responsibility of a company's Supply Chain Management (SCM) staff? a) Streamlining the purchasing process b) Identifying, sourcing, negotiating, and acquiring essential goods and services c) Managing supply and demand dynamics d) All of above	