

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA. Sem-I Regular / Evening Examination January/ February 2011****Subject code: 810003****Subject Name: Management Information system****Date: 01 /02 /2011****Time: 10.30 am – 01.00 pm****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q.1 (a) Identify and discuss the major types of information systems that serve the main management groups within a business. What are the relationships among these systems? **07**

(b) You are advising the owner of “Sarathak Computer”, a new, local computer repair store that also builds custom computers to order. What competitive strategies could Sarathak Computer exert? Which ones will it have difficulty exercising? **07**

Q.2 (a) Identify and describe the current trends in contemporary software platform.. **07**

(b) How would you use capabilities like Data warehousing and Data Mining to improve business performance and decision making? Explain. **07**

OR

(b) How do the Internet and Internet technology work and how do they support communication and e-business? **07**

Q.3 (a) Identify and describe three major enterprise applications. **07**

(b) You have been hired by “Sarvoday Visiting Nurse Services”, whose business processes are all manual, paper-based processes. How might a CRM system benefit them? **07**

OR

Q.3 (a) List and describe at least five different Internet business models. Which of these models do you think is the most risky for a dot-com business? Support your answer. **07**

(b) Describe how any organization could practice knowledge management? (Use any suitable example) **07**

Q.4 (a) You have just been hired as a security consultant by MegaMalls Inc., a national chain of retail malls, to make sure that the security of their information systems is up to par. Outline the steps you will take to achieve this. **07**

(b) Describe Hacking and Computer crimes. **07**

OR

Q.4 (a) How does the use of electronic voting machines act as a "double-edged sword?" What moral dimensions are raised by this use of information technology? **07**

(b) Describe challenges posed by Information Technology to Intellectual property rights? **07**

Q.5 (a) Describe each type of organizational change enabled by information technology. Give an example of each type of change in hotel or bank. **07**

(b) Briefly Identify and describe various systems development approaches. **07**

OR

Q.5 (a) You are working as a project manager for a small IT consulting firm and have been asked to create a plan for reviewing and auditing completed projects in order to gauge their success. What factors will you use to measure the success of a project? What questions would you ask in order to understand why a project succeeded or failed? **07**

(b) How do cultural, legal, political, and social expectations affect global business? **07**
