

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA I - SEMESTER - II EXAMINATION – WINTER • 2014

Subject Code: 2820002

Date: 23-12-2014

Subject Name: Management Information System (MIS)

Time: 02:30 pm - 05:30 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) What are the major challenges and opportunities that business managers face in managing information systems and technologies to meet business goals. **07**
- (b) What are Information Systems? How are information systems impacting business organization? **07**

- Q.2**
- (a) Explain the following terms in brief **07**
- i. Transaction processing system
 - ii. Difference between Data and information
 - iii. Bluetooth
 - iv. Ergonomics
 - v. Expert systems
 - vi. Peer-to-peer networks
 - vii. Data warehousing
- (b) What is ERP? Explain in detail its benefits, challenges and costs associated with ERP implementation. **07**

OR

- (b) What are the business benefits of implementing CRM applications? Support your answer by explaining the different phases and functions of a CRM application. **07**
- Q.3**
- (a) Explain in detail the different information systems used in the area of production. **07**
- (b) What are Decision support systems? Explain its components and how do they help in managerial decision making. **07**

OR

- Q.3**
- (a) What is a Management Information System? Explain in detail its inputs required, processing performed and outputs generated by it. **07**
- (b) Write short note on: **07**
- (i) Office Automation System (ii) Knowledge Management System

- Q.4**
- (a) Explain the OSI - reference model of network architecture. **07**
- (b) Explain the basic components, functions and types of telecommunications networks used in business. **07**

OR

- Q.4**
- (a) Explain in detail the different medium used in establishing telecommunication networks. **07**
- (b) Differentiate between internet and intranet. Also describe the business value gained by organization using both of them. **07**

- Q.5**
- (a) What are cyber crimes? Explain different types of cyber crimes in detail. **07**
- (b) Write short notes on: (i) Cryptography (ii) Firewalls **07**

OR

- Q.5**
- (a) What is information system security? Explain in detail the different security measures that should be adopted to secure information systems in a networked environment **07**
- (b) Describe the ethical challenges related to use of information systems. **07**
