

Indian Maritime University
(A Central University, Govt of India)
End Semester Examinations– June 2023

Programme Name: MBA (PSM/ITLM)

Semester: Second

Subject Code: PG21T2203 / PG22T2203

Subject Name: Management Information System

Date: 07.06.2023

Max Marks: 60

Duration: 03 Hrs

Pass Marks: 30

General Instructions

- (i) All Sections (A, B & C) are to be attempted.
- (ii) Options, if any, are specified in respective section.

SECTION-A

ANSWER ALL OF THE FOLLOWING QUESTIONS (10X 01= 10 MARKS)

1. The low-cost connectivity and universal standards provided by Internet technology _____
 - a) allow better management for any company
 - b) are the driving forces behind the emergence of the digital firm
 - c) can substitute for a less effective business strategy
 - d) cannot be affected by politics

2. Information technology plays a critical role in helping organizations _____
 - a) perceive environmental change
 - b) maintain the existing bureaucratic structure
 - c) work with non-routine tasks
 - d) develop better educated employee groupings

3. A _____ is a large database that holds business information from many sources in the enterprise, covering all aspects of the company's processes, products, and customers.
 - a) Relational Database
 - b) Data Warehouse
 - c) Data Mart
 - d) None of the above

4. Hardware and software placed between an organization's internal network and an external network to prevent outsiders from invading private networks best describes _____
 - a) An Intruder detection systems

- b) A Firewall
 - c) A Cyber wall
 - d) A Cyber checkpoint
5. _____ is an organized collection of people, procedures, software, databases, and devices that provides routine information to managers and decision makers.
- a) Transaction Processing System (TPS)
 - b) Management Information System (MIS)
 - c) Enterprise Resource Planning (ERP) system
 - d) Supply Chain management system
6. Which of the following is the basic form of search engine marketing?
- a) Search engine optimization
 - b) Pay per click advertising
 - c) Both a & b
 - d) None of the above
7. Unlike other types of information systems, these systems are not designated primarily to solve specific problems and these are called _____.
- a) Executive support systems
 - b) Management information systems
 - c) Decision-support systems
 - d) Transaction processing systems
8. Which of the following does CPFR fall under?
- a) Supply chain transaction execution
 - b) Supply chain collaboration and coordination
 - c) Supply chain decision support
 - d) Supply chain performance measurement and reporting
9. Which of the following method of conversion is considered as the most risky while implementation of information systems developed through the SDLC framework?
- a) Parallel conversion
 - b) Pilot conversation
 - c) Phased conversion
 - d) Direct conversation
10. Which of the following is a method of in-house development of an IT application?
- a) System development life cycle
 - b) Prototyping methodology
 - c) Web 2.0 or Application 2.0 methodology
 - d) All of the above

SECTION – B

ANSWER ALL OF THE FOLLOWING QUESTIONS (05X 02= 10 MARKS)

11. Describe the term 'Messy data'.
12. Briefly explain Data Mining.
13. Write a short note on enterprise data mashups?
14. Explain about Social networking service?
15. What is a project?

SECTION - C

(05x 08= 40 Marks)

ANSWER ANY FIVE OUT OF SEVEN OF THE FOLLOWING QUESTIONS

16. What is IT infrastructure? Explain the components and characteristics of IT infrastructure.
17. Describe Data life cycle and explain the principles related to data life cycle.
18. What are the objectives of a defense strategies used by organisations to protect information systems? Explain the major defense controls used by the organisations. [3+5]
19. Discuss in detail different types of E-business markets with suitable examples.
20. "ERP is a cross functional and an integrated enterprise system often predefined by the best practices of the industry" - Explain.
21. Write about Customer relationship management (CRM) systems and explain the major issues relating to CRM failures. [5+3]
22. List out the advantages and disadvantages of buying an IT application from a vendor. [4+4]
