

# Indian Maritime University

(A Central University, Govt of India)

**End Semester Examinations –JUNE 2025**

**Programme Name: MBA (PSM/ITLM)**

**Semester: II**

**Subject Code: PG21/22T3205**

**Subject Name: MANAGEMENT INFORMATION SYSTEMS**

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Date: 09.06.2025

Max Marks: 60

Duration: 03 Hrs

Pass Marks: 30

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## General Instructions

- (i) All Sections (A, B & C) are to be attempted.

### **Section A**

Answer the following compulsory questions (MCQs) (10 X 01= 10Mark)

- Which of the following best describes Digital Transformation?
  - The shift from manual to electronic data storage
  - The process of installing new IT infrastructure
  - The integration of digital technology into all areas of a business
  - The automation of all business processes
- What is the purpose of IT Infrastructure in an organization?
  - To control business operations manually
  - To support enterprise-wide IT applications and services
  - To replace employees with automated systems
  - To increase IT costs without adding business value
- Which cybersecurity threat involves tricking individuals into providing sensitive information?
  - Malware
  - SQL Injection
  - DoS Attack
  - Phishing
- What is the main role of Business Intelligence (BI) in organizations?
  - Reducing operational costs
  - Helping businesses make data-driven decisions
  - Replacing human decision-making
  - Managing payroll

5. Customer Relationship Management (CRM) primarily helps businesses to:
  - A) Manage and improve customer interactions and relationships
  - B) Develop new software products
  - C) Secure network infrastructure
  - D) Reduce supply chain costs
6. What is the purpose of Enterprise Social Platforms?
  - A) To enable real-time communication and collaboration within organizations
  - B) To replace traditional HR systems
  - C) To manage only customer data
  - D) To eliminate the need for software development
7. What is Web 2.0 mainly characterized by?
  - A) Static web pages
  - B) Only text-based content
  - C) User-generated content and social interaction
  - D) Limited multimedia capabilities
8. Which of the following is an example of mobile commerce?
  - A) Purchasing groceries through an app
  - B) Sending an email via a mobile device
  - C) Browsing a website on a desktop
  - D) Attending a webinar via Zoom
9. Which of the following is a key factor in gaining a competitive advantage through IT?
  - A) Investing in the latest hardware only
  - B) Utilizing data analytics and AI for business insights
  - C) Eliminating cybersecurity measures
  - D) Reducing IT investments
10. Which of the following best defines IT Ethics?
  - A) The legal guidelines for using technology
  - B) Moral principles that govern the responsible use of technology
  - C) The cost-benefit analysis of IT investments
  - D) The efficiency of IT systems in an organization

## **Section B**

Answer the following compulsory short questions (05 X 2 = 10 Marks)

11. What are the key components of IT Infrastructure?
12. Difference between predictive and prescriptive analytics?
13. Explain the key phases in project management?
14. How do mobile payment systems enhance e-commerce?
15. How does IT create a competitive advantage for businesses?

## **Section C**

Answer any five of the following questions (05 X 8 = 40 Marks)

16. Discuss the role of IT Infrastructure, IT Architecture, and Enterprise Architecture in modern organizations ?
17. What is Big Data Analytics, and how does it benefit organizations?
18. Discuss the importance of Supply Chain Management (SCM) and its impact on business performance?
19. Explain the role and components of an ERP system in modern businesses?
20. Discuss the role of artificial intelligence in business operations and decision-making?
21. Analyze the impact of e-commerce and mobile commerce on traditional retail businesses?
22. How do cyber-attacks impact businesses financially and operationally?

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