

**Indian Maritime University**  
**(A Central University, Govt of India)**  
**End Semester Examinations– June 2024**  
**Programme Name: MBA (ITL/PSM)**  
**Semester: II**  
**Subject Code: PG22T3205/PG21T3205**  
**Subject Name: MANAGEMENT INFORMATION SYSTEMS**

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Date: 10.06.2024

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.
- (ii) Options, if any, are specified in respective section.

**Section A**

Ten MCQs/Fill in the Blanks of 01 Mark each – Choose the correct answer as applicable.

1. The Management Information System receives input from the \_\_\_\_\_.

- i) SSL
- ii) GPS
- iii) TPS
- iv) LMS

2. Information technology is the combination of computer science and \_\_\_\_\_.

- i) telecommunications
- ii) electronics
- iii) digital marketing
- iv) networking

3. \_\_\_\_\_ is capable of taking decisions on its own.

- i) IoT
- ii) AI
- iii) MIS
- iv) VR

4. Business Intelligence (BI) can be used by \_\_\_\_\_ management.

- i) frontline
- ii) middle
- iii) top
- iv) all of the above

5. E-commerce is not possible without \_\_\_\_\_.
- i) intranet
  - ii) extranet
  - iii) internet
  - iv) PC
6. The full form of IoT is \_\_\_\_\_.
- i) Internet of technology
  - ii) Interconnection of things
  - iii) Internet operating technology
  - iv) Internet of things
7. With the \_\_\_\_\_ form of data processing, each transaction is processed immediately.
- i) OLTP
  - ii) batch processing
  - iii) active processing
  - iv) automated transaction processing
8. \_\_\_\_\_ gives the computer the ability to make suggestions and act like an expert in a particular field.
- i) Decision support systems
  - ii) Virtual reality systems
  - iii) Management information systems
  - iv) Expert systems
9. \_\_\_\_\_ provides capability for multiple users throughout an organization with different permission levels to manage a website or a section of the content.
- i) Enterprise information management system
  - ii) Enterprise knowledge management system
  - iii) Enterprise content management system
  - iv) None of the above
10. One of the positive effects of ICT on environment and sustainability is \_\_\_\_\_.
- i) reduced energy supply quality
  - ii) higher GHG emissions
  - iii) reduced energy loss
  - iv) None of the above

## **Section B**

Five Questions of 02 Marks each

- 11. What is meant by IT Consumerization?
- 12. What do you understand by m-commerce?
- 13. What do you understand by Quantum Computers?

14. What are the five key phases of Customer Relationship Management?
15. What is meant by Enterprise Architecture?

### **Section C**

Seven Questions of 8 Marks each of which any 05 questions to be answered.

16. Discuss about the various methodologies of Business Process Improvement.
17. Write a note on the various tools and technologies of Web 2.0.
18. Explain the various types of Artificial Intelligence Machines with examples from the logistics sector.
19. Explain the concept of Descriptive, Predictive and Prescriptive Data Analytics with examples.
20. A) What do you understand by Enterprise Systems?  
B) Discuss about the various types of Enterprise Systems in your own words.  
(1 + 7)
21. A) What do you understand by code of ethics in an organization?  
B) Discuss about the three basic tenets of IT Ethics in your own words with examples.  
(4 + 4)
22. Write a note on Cloud Computing.