

**INDIAN MARITIME UNIVERSITY**  
(A Central University, Govt. of India)

**End Semester Examinations – December 2023**

**M.B.A** Port and Shipping Management/ International Transportation and  
Logistics Management

**Subject Code:** PG21T3205/ PG22T3205

**Subject Name:** Management Information System

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**Date: 17.11.2023**

**Time: 3 Hrs**

**Max Marks :60**

**Pass Marks: 30**

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**PART – A**

10 x 1 = 10 Marks

**Answer all the questions**

1. \_\_\_\_\_ is a practice in which enterprise leaders analyze their business processes to identify areas where they can improve accuracy, effectiveness and efficiency.
  - a. Business process improvement (BPI)
  - b. MIS
  - c. Decision Support System
  - d. None of the above
  
2. \_\_\_\_\_ is a general term for anything that involves delivering hosted services over the internet.
  - a. Business Process Reengineering
  - b. Cloud Computing
  - c. Learning Management system
  - d. None of the above
  
3. What is Cyber Security?
  - a. Cyber Security provides security against malware
  - b. Cyber Security provides security against cyber-terrorists
  - c. Cyber Security protects a system from cyber attacks
  - d. All the above
  
4. What are the features of Cyber Security?
  - a. Compliance
  - b. Defense against internal threats
  - c. Threat Prevention
  - d. All the above

5. Which of the following is a reason for ERP's explosive growth?
  - a. ERP is a logical solution to the mess of incompatible applications
  - b. ERP addresses the need for global information sharing and reporting
  - c. ERP is used to avoid the pain and expense of fixing legacy systems
  - d. All the above
  
6. Who are the primary users of SCM systems?
  - a. Sales, marketing, customer service
  - b. Accounting, finance, logistics, and production
  - c. Customers, resellers, partners, suppliers, and distributors
  - d. All the above
  
7. What is the primary purpose of hashtags in social media?
  - a. To mark keywords or topics for easy search ability
  - b. To indicate sarcasm or irony in a post
  - c. To identify the author of a post
  - d. To categorize posts based on their sentiment
  
8. Which of the following is the branch of Artificial Intelligence?
  - a. Machine Learning
  - b. Cyber forensics
  - c. Full-Stack Developer
  - d. Network Design
  
9. Which one of the following defines what information, information systems, and IT architecture are required to support the business and how the infra structure and services are to be delivered.
  - a. Social Media
  - b. IT Strategy
  - c. Executive Support System
  - d. None of the above
  
10. An advantage a company has over its competitors, which is gained by providing consumers with greater value through product or service offerings is called
  - a. Professional working
  - b. Competitive advantage
  - c. Strategic Management
  - d. None of the above

**Part –B**

5 x 2 = 10 Marks

**Answer all the Questions**

11. Write short notes on "Disruptive Innovation"
12. Explain in brief about Business Intelligence?
13. Why does CRM matter?
14. Write short notes on "Mobile Commerce"
15. Write short note on "Cyber Fraud"

**Part C**

**Answer any five Questions**

**(05 X 08=40 Marks)**

16. Explain in detail about Virtualization and Virtual Machines.
17. "Cybersecurity is the practice of protecting systems, networks, and programs from digital attacks"-Discuss
18. "Project Management drives change"-Discuss
19. Explain in detail AI application in business.
20. "Ethics is necessary and important in IT business" –Comment
21. Why is MIS looked upon as a strategic need of management today?
22. Explain Software development methodology.

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