

INDIAN MARITIME UNIVERSITY

(A Central University, Govt. of India)

End Semester Examinations – June 2022

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

Subject Code: PG21T2203/ PG22T2203

Subject Name: Management Information System

Date: 22.06.2022

Time: 3 Hrs

Max Marks :60

Pass Marks: 30

PART – A

10 x 1 = 10 Marks

Answer all the questions

- i. _____ are collections of records stored in a systematic way
 - a. Data Bases
 - b. External source
 - c. Data resource
 - d. None of the above

- ii. Integration of data from multiple databases and data silos and organize them for complex analysis is called
 - a. PSI
 - b. Data Warehouse
 - c. Data Mart
 - d. Internal system

- iii. Technology that is rented or leased on a regular, or as-needed basis.
 - a. Visualization
 - b. Computing
 - c. Cloud Computing
 - d. BI

- iv. _____ is a measure of the speed at which data is transmitted.
 - a. Encryption
 - b. Bandwidth
 - c. Gliff Data
 - d. None of the above

- v. E-commerce in which a government does business with other governments as well as with businesses.
 - a. E-Business
 - b. Information System
 - c. Government-to-business
 - d. None of the above

- vi. Information access via mobiles that far exceed desktop or laptop information access.
 - a. Access Mart
 - b. Visual App
 - c. Mobile Intelligence
 - d. None of the above

- vii. A clearly defined and mandatory procedure to be followed without deviation to complete a process or function.
 - a. Standard Operating Procedure (SoP)
 - b. Chip
 - c. GRE Code
 - d. None the above

- viii. A deceptive method of stealing confidential information by pretending to be a legitimate organization
 - a. Biometrics
 - b. Phishing
 - c. DMS
 - d. None of the above

- ix. A technology infrastructure and/or apps that support essential business processes and operations
 - a. Business Process Management
 - b. Data Mart
 - c. ERP
 - d. None of the above

- x. Electronic Payment and collections
 - a. Credit payment
 - b. Electronic Funds Transfer (EFT)
 - c. Bank transfer
 - d. None of the above

Part –B

5 x 2 = 10 Marks

Answer all the Questions

- i. What is enterprise Mashups?
- ii. What is Wi-Fi?
- iii. Explain the term "Business-to-Consumers" (B2C).
- iv. What is Business Analytics?
- v. What is Document Management System?

Part C

Answer any five Questions

(05 X 08=40 Marks)

- i. Explain in detail about Transaction Processing Systems (TPS).
- ii. Explain Phishing and Web based threats in detail?
- iii. Explain in detail "Mobile Transactions and Financial Services".
- iv. Case let: Students should read the case let and answer the questions given at the end of the case let

Cisco Systems Creates Social Tools for Customer Service

Cisco Systems, Inc. is an American multinational corporation and a market leader in the design and manufacture of computer networking equipment. Cisco not only uses social channels for customer service, but they've leveraged their expertise in networking and software development to create applications that other companies can use to provide multiple channel support services to customers. Cisco has developed a social customer service app called Social Miner. This app makes it possible for companies to take a proactive approach to social customer service, monitoring conversations on Twitter, Facebook, blogs, and other social media platforms. Social Miner helps service agents identify and resolve issues as they emerge across different social media platforms. The app also stores conversations in a database for later analysis, allowing companies to identify systematic problems and take corrective action to prevent problems from happening in the first place.

Discuss

- a. How does social media represent a threat to companies who limit their support services to traditional channels?
- b. When customers have a negative experience with a company, what are the various ways they can use social media to tell others about their experience?

- v. "The function of inventory control systems, is to minimize the total cost of inventory while maintaining optimal inventory Levels"-Discuss
- vi. What is Data Visualization and how is it different from Data Discovery?
- vii. Explain the bottom line of Green Computing?