

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA Semester –I Examination Dec'11- Jan'12**

**Subject code: 810003**

**Date: 11/01/2012**

**Subject Name: Management Information System (MIS)**

**Time: 10.30 am – 01.30 pm**

**Total Marks: 70**

**Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) In what ways does use of extranet and intranet provides competitive advantage to a firm? **07**
- (b) Why are business organizations interested in Artificial Intelligence? Explain briefly how an expert system works. **07**

- Q.2** (a) Differentiate between Model Driven DSS & Data Driven DSS. Giving suitable examples explain the concept of data mining & OLAP. **07**
- (b) Using Michael Porter's five forces model describe how businesses can use information systems to apply competitive strategies. **07**

**OR**

- (b) What are the different components of information systems? Explain Management, Organization & Technology dimensions of information system. **07**

- Q.3** (a) Differentiate between application software and system software. Why can't an end user just load an application program into a computer and start computing without using an operating system? **07**
- (b) Why are computer systems more vulnerable than manual system to destruction, error & misuse? Distinguish between fault tolerant system & high availability computing. **07**

**OR**

- Q.3** (a) Write short notes on the following: **07**
- a. Client-Server computing (3)
- b. Peer-to-peer computing (2)
- c. Network computing (2)
- (b) Discuss the role of Firewalls, Intrusion Detection System & Encryption system in promoting security. **07**

- Q.4** (a) Discuss how information requirements of the three levels of organizational hierarchy differ. Describe the information systems that serve each level. **07**
- (b) What are the nine different components of e-commerce process architecture? Discuss briefly any four. **07**

**OR**

- Q.4 (a)** What are the different activities of Supply Chain Management (SCM)? How do information systems facilitate SCM? **07**
- (b)** “ERP is recognized as a necessary ingredient that many companies need to gain efficiency, agility & responsiveness required to succeed in today’s dynamic business environment.” Discuss. **07**
- Q.5 (a)** What are different approaches to system development? Discuss in detail Systems Development Life Cycle. **07**
- (b)** What are cultural, political & geo-economic challenges affecting a global company’s use of Internet? **07**
- OR**
- Q.5 (a)** Write short notes on the following: **07**
1. Wireless Web
  2. TCP/IP Reference Model for Telecommunication
- (b)** What are the five major factors to consider when building International information system architecture? **07**

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