Seat No.: _____   Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER–II • EXAMINATION – SUMMER 2013

Subject Code: 2820002   **Date: 15-05-2013**
Subject Name: Management Information System
Time: 10:30am – 01:30pm   **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)**	How do decision-support systems (DSS) differ from management information systems (MIS) and how do they provide value to the business.	**07**
	(b)	Why are information systems so essential for running and managing a business today?	**07**
Q.2	**(a)**	Describe four competitive strategies enabled by information systems that firm can pursue.	**07**
	(b)	What are the characteristics of LAN? Describe the various Network Topologies with Diagram.	**07**

OR

	(b)	Write short note on Enterprise Resource Planning (ERP)	**07**
Q.3	**(a)**	What is the business value driving so many companies to install and extend intranets rapidly throughout their organization?	**07**

	(b)	Write Short notes on :
		    i. Telecommunication Media (4)
		    ii. Geographical Information System (GIS) (3)
			07

OR

Q.3	**(a)**	Define computer crime. State two examples of crime in which computers are targets and two examples in which computers are used as instruments of crime.	**07**

	(b)	Write short notes on:
		    i. Bluetooth & Wi-Fi(4)
		    i. Group Decision Support System(GDSS)(3)
			07

Q.4	**(a)**	What are the several business decisions that you will have to make as a manager that have both ethical and IT dimensions. Give example to illustrate your answer.	**07**
	(b)	Distinguish between operational CRM & Analytical CRM. Explain why Customer Relationship Management Systems are so important today.	**07**

OR

Q.4	**(a)**	Explain the following terms:
		    i. Hacking & Cracking (2)
		    ii. Computer Viruses & Worms (2)
		    iii. TPS & MIS (3)
			07

Q.4	**(b)**	Define Data and information. Explain in detail the various attributes of information.	**07**
Q.5	**(a)**	What are the major concerns about computer crime and privacy on the internet? What can you do about it? Explain.	**07**
	(b)	If you were the Chief Information officer (CIO) of a firm, how would you	**07**

explain the working, benefits & limitations of different client server arrangements that could be used by a computing firm?

OR

Q.5 **(a)** How do Enterprise systems help businesses achieve operational **07** excellence?

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

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