Seat N	o.:	: Enrolment No	
		GUJARAT TECHNOLOGICAL UNIVERSITY	
		MBA I - SEMESTER - II EXAMINATION – WINTER • 2014	
Subje	ct Co	de: 2820002 Date: 23-12-2014	
Subje	ct Na	me: Management Information System (MIS)	
_	02:3	0 pm - 05:30 pm Total Marks: 70	
insti uc		ttempt all questions.	
	2. M	Take suitable assumptions wherever necessary. gures to the right indicate full marks.	
Q.1	(a)	What are the major challenges and opportunities that business managers face in managing information systems and technologies to meet business goals.	07
	(b)		07
Q.2	(a)	Explain the following terms in brief	07
	` '	i. Transaction processing system	
		ii. Difference between Data and information	
		iii. Bluetooth	
		iv. Ergonomics	
		v. Expert systems	
		vi. Peer-to-peer networks	
		vii. Data warehousing	
	(b)	What is ERP? Explain in detail its benefits, challenges and costs associated with ERP implementation. OR	07
	(b)		07
	(0)	answer by explaining the different phases and functions of a CRM application.	07
Q.3	(a)	Explain in detail the different information systems used in the area of production.	07
	(b)	What are Decision support systems? Explain its components and how do they help in managerial decision making.	
		OR	
Q.3	(a)	What is a Management Information System? Explain in detail its inputs required,	07
	<i>a</i> >	processing performed and outputs generated by it.	Λ.
	(b)	Write short note on:	07
		(i) Office Automation System (ii) Knowledge Management System	
Q.4	(a)	Explain the OSI - reference model of network architecture.	07
7.7	(b)	Explain the basic components, functions and types of telecommunications networks	07
	(6)	used in business.	0,
		OR	
Q.4	(a)	Explain in detail the different medium used in establishing telecommunication	07
		networks.	
	(b)	Differentiate between internet and intranet. Also describe the business value gained	07
		by organization using both of them.	
Q.5	(a)	What are cyber crimes? Explain different types of cyber crimes in detail.	07
~.~	(b)	Write short notes on: (i) Cryptography (ii) Firewalls	07
	(~)	OR	
Q.5	(a)	What is information system security? Explain in detail the different security measures	07
-	•	that should be adopted to secure information systems in a networked environment	
	(b)	Describe the ethical challenges related to use of information systems.	07
