

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER - 2 – EXAMINATION – WINTER 2016

Subject Code:2820002**Date: 21/10/2016****Subject Name: Management Information System (MIS)****Time: 10.30 am to 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.

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|--|--|--|---|--|---|--|
| Q. No. | Write an appropriate option for multiple choice questions | 6 | | | | |
| Q.1 (a) | The majority of publically available Internet information sources are: | | | | | |
| 1. | <table border="0" style="width: 100%;"> <tr> <td style="width: 50%;">A. Created in XML.</td> <td style="width: 50%;">B. Structured information.</td> </tr> <tr> <td>C. Unstructured information</td> <td>D. Normal information.</td> </tr> </table> | A. Created in XML. | B. Structured information. | C. Unstructured information | D. Normal information. | |
| A. Created in XML. | B. Structured information. | | | | | |
| C. Unstructured information | D. Normal information. | | | | | |
| | The term CRM means? | | | | | |
| 2. | <table border="0" style="width: 100%;"> <tr> <td style="width: 50%;">A. Customer Relationship Management</td> <td style="width: 50%;">B. Customer Retention Manager</td> </tr> <tr> <td>C. Customer's Relative Meet</td> <td>D. Channel Root Market</td> </tr> </table> | A. Customer Relationship Management | B. Customer Retention Manager | C. Customer's Relative Meet | D. Channel Root Market | |
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| | Management information systems (MIS) : | | | | | |
| 3. | <table border="0" style="width: 100%;"> <tr> <td style="width: 50%;">A. Create and share documents that support day-today office activities</td> <td style="width: 50%;">B. Process business transactions (e.g., time cards, payments, orders, etc.)</td> </tr> <tr> <td>C. Capture and reproduce the knowledge of an expert problem solver</td> <td>D. Use the transaction data to produce information needed by managers to run the business</td> </tr> </table> | A. Create and share documents that support day-today office activities | B. Process business transactions (e.g., time cards, payments, orders, etc.) | C. Capture and reproduce the knowledge of an expert problem solver | D. Use the transaction data to produce information needed by managers to run the business | |
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| C. Capture and reproduce the knowledge of an expert problem solver | D. Use the transaction data to produce information needed by managers to run the business | | | | | |
| | Which one of the following is not a business driver for an information system? | | | | | |
| 4. | <table border="0" style="width: 100%;"> <tr> <td style="width: 50%;">A. Business Process Re-design</td> <td style="width: 50%;">B. Knowledge Asset Management</td> </tr> <tr> <td>C. Proliferation of Networks and the Internet</td> <td>D. Security and Privacy</td> </tr> </table> | A. Business Process Re-design | B. Knowledge Asset Management | C. Proliferation of Networks and the Internet | D. Security and Privacy | |
| A. Business Process Re-design | B. Knowledge Asset Management | | | | | |
| C. Proliferation of Networks and the Internet | D. Security and Privacy | | | | | |
| | If a university sets up a web-based information system that faculty could access to record student grades and to advise students, that would be an example of a/an | | | | | |
| 5. | <table border="0" style="width: 100%;"> <tr> <td style="width: 50%;">A. CRM</td> <td style="width: 50%;">B. Intranet</td> </tr> <tr> <td>C. ERP</td> <td>D. Extranet</td> </tr> </table> | A. CRM | B. Intranet | C. ERP | D. Extranet | |
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| C. ERP | D. Extranet | | | | | |
| | An information system that supports the planning and assessment needs of executive management is : | | | | | |
| 6. | <table border="0" style="width: 100%;"> <tr> <td style="width: 50%;">A. DSS</td> <td style="width: 50%;">B. TPS</td> </tr> <tr> <td>C. MIS</td> <td>D. None of the above</td> </tr> </table> | A. DSS | B. TPS | C. MIS | D. None of the above | |
| A. DSS | B. TPS | | | | | |
| C. MIS | D. None of the above | | | | | |
| Q.1 (b) | Explain the following terms: | 04 | | | | |
| | <ol style="list-style-type: none"> 1.MIS 2.Phishing 3. Supply Chain Management 4.Internet | | | | | |

- Q.1** (c) Answer the following questions: **04**
 1. What is Firewall?
 2. Explain ERP.
 3. What are the three basic components of a DSS ?
 4. Define expert system.
- Q.2** (a) Discuss types of decisions? Also discuss types of information require at each level of decisions **07**
 (b) Describe four competitive strategies enabled by information systems that firm can pursue. **07**
- OR**
- (b) Name and describe the principle network topology. **07**
- Q.3** (a) Describe the relationship between TPS, MIS, DSS and ESS. **07**
 (b) Describe how information systems can support each of the competitive strategies and give suitable example to support your answer. **07**
- OR**
- Q.3** (a) Supply chain management is less about managing the physical movement of goods and more about managing information. Discuss the implications of this statement. **07**
 (b) Explain in detail the different medium used in establishing telecommunication networks. **07**
- Q.4** (a) Explain in detail Computer crime and Hacking as the biggest issue to the information system. **07**
 (b) Why do contemporary information system technology and the internet pose challenges to the protection of individual privacy and intellectual property? **07**
- OR**
- Q.4** (a) ERP has its base in the manufacturing and evolved from there to serve practically every type of industry. Comment with suitable illustration. **07**
 (b) Differentiate between internet and intranet. Also describe the business value gained by organization using both of them. **07**
- Q.5** For EACH of the following situations, briefly describe and justify the most suitable Management Information System sub-type that could be implemented: **14**
- (i) A food producing company wants to make different decisions regarding the production process whenever these are required. Specifically, they want to be able to effectively answer questions such as “If one of the production process machines breaks down, what is the effect on the company’s ability to satisfy customer demand for our products?” and “If we add an additional shift to our daily work schedule on one of our production process machines, what impact would this have on our throughput per day?”.
- (ii) A company wants to provide expert help to its technicians when diagnosing and repairing faults in complex electronic control systems, without having to commission and wait for the human expert to attend each time.
- (iii) The management of a university wants to report percentage attendances in classes for students on a weekly basis, as

well as analyzing some of the student data on an ad-hoc basis according to current information requirements.

OR

Q.5

Heerapur Police busted a racket involving an online fraud worth Rs 12.5 lakh. The modus operandi of the accused was to hack into the online shopping India website and make purchases in the names of credit card-holders. Two persons, including alleged mastermind Amit Kumar, a B.Com student, were arrested and forwarded to the court of the sub-divisional judicial magistrate. The other arrested person is Ravi Kumar.

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Superintendent of police said the duo was later remanded in judicial custody but four other persons allegedly involved in the racket were untraceable. A case has been registered against the accused under Sections 420 and 34 of the Indian Penal Code and Section 66 of the IT Act and further investigation is on, he said.

While Patel, son of a retired employee, was arrested from his residence. Patel allegedly hacked into the online shopping India site and gathered the details of around 700 credit cardholders. He then made purchases by using their passwords.

The fraud came to the notice online shopping officials when it was detected that several purchases were made from Heerapur while the customers were based in different cities of India and abroad. The company brought the matter to the notice of police after some customers lodged complaints. Patel used the address of Ravi kumar for delivery of the purchased goods, said police. The gang was involved in train, flight and hotel reservations.

The hand of Kavikumar was also arrested in Mumbai city, is suspected in the crime. Kavikumar had booked a room in a Bangalore hotel for three months. The hotel and transport bills rose to Rs 5 lakh, which he did not pay. He was arrested for non-payment of bills, following which Amit kumar rushed to Bangalore and stood guarantor for his release on bail, police sources said.

Q.1 In reference to the above case, give your view for the prevention of such cyber crime.

Q.2 What is cyber law? How it will help in preventing such cyber crime? What measures are required to be made in cyber law?
