

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 1 – EXAMINATION – WINTER 2018

Subject Name: 4519206**Date:02/01/2018****Subject Code: 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.

Q. No.		Marks
Q.1	Define the following terms: (a) Hacking (b) Cloud computing (c) Information quality (d) Internet of things (e) Expert systems (f) Business Intelligence (g) E- commerce	14
Q.2	(a) What are information system? What are their managerial, technological and organizational dimensions?	07
	(b) Explain in detail how to information systems help in implementing different strategies for gaining competitive advantage.	07
OR		
	(b) Describe how information systems have changed the way businesses operate and deliver their product and services.	07
Q.3	(a) Describe the characteristics of Management Information systems (MIS) and explain how they differ from a Transaction Processing System (TPS) and Decision Support System (DSS).	07
	(b) What are knowledge management system? Explain the tools used by them.	07
OR		
Q.3	(a) What are functional systems? Explain in detail a functional system and the processes that it supports with suitable example.	07
	(b) Data and information resources are becoming the most important assets of organizations. Explain the important tools and technologies that should be adopted by organizations in safeguarding these resources.	07
Q.4	(a) What are Supply chain Management (SCM) systems? How do they help in coordinating planning, production and logistics with suppliers?	07
	(b) What are the managerial challenges of using information system?	07
OR		
Q.4	(a) What are CRM applications? Why are they gaining popularity in current day businesses? Explain in detail how they add value to a firms business.	07

- (b) Information technology plays a very important role in the management and effectiveness of current day digital firms. Elaborate. **07**

Q.5

Data Security Breach at Marriott

14

A spokesperson from Marriott International informed recently that the private information of up to 500 million guests may have been accessed as part of a breach of its Starwood guest reservation database, potentially one of the largest breaches of consumer data ever. The world's largest hotel chain said it first received an alert in September from an internal security tool of an attempt to access the database. As part of an investigation, the company discovered there had been unauthorized access since 2014 and that an "unauthorized party" had copied and encrypted information.

Marriott said it determined on Nov. 19 that the information was from its Starwood database. "The company has not finished identifying duplicate information in the database, but believes it contains information on up to approximately 500 million guests who made a reservation at a Starwood property," the company said in a statement.

For about 327 million of the guests, it added, the information includes some combination of a name, mailing address, phone number, email address, passport number, Starwood Preferred Guest account information, date of birth, gender, arrival and departure information, reservation date, and communication preferences.

There are some customers who may have also had their credit card information taken. While that data would have been encrypted, Marriott said it can't rule out the information may have been decoded.

Marriott said it had taken steps to address the breach and is working with authorities. The company said that the "unauthorized party" was able to copy and encrypt some information within its system "and took steps toward removing it," but did not detail how much data had actually been removed.

Personal information exposed in data breaches can often make its way to the black market, where it can be purchased and used to execute a variety of attacks on individuals including identity theft and targeted email phishing schemes. The company bought Starwood hotels included Four Points, Sheraton, W Hotels and Westin.

In light of the above information, data privacy and security have become important concern for businesses. A local business association has organised an awareness workshop and you have been contacted to conduct the workshop. As the head of Digital Data Consultants (DDC), you are required to guide the participants to answer the following questions:

- a. What is information security? Using examples from case, explain what are the possible sources of threat to information security?
- b. Elaborate measures that should be adopted by Marriott for information security.

OR

- a. Explain what different line of defence of information security should have been adopted by Marriott to secure their data?
- b. What technologies of authorization and prevention should be adopted immediately by Marriott to ensure security of data?