

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER - I – EXAMINATION – WINTER 2021

Subject Code:4519206

Date: 15/03/2022

Subject Name: Management Information Systems

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.	Question Text and Description	Marks
Q.1	Definition/Explain Following Terms: (a) Digital Dashboard (b) M-Commerce (c) IoT (d) Cloud Computing (e) Adware (f) Artificial Intelligence (g) Expert System	14
Q.2	(a) How the information system helps to take decisions at different level of organization.	07
	(b) What are the different dimensions of information system?	07
	OR	
	(b) Explain Porter's five forces model with example in detail.	07
Q.3	(a) Describe the information system supporting the following Functional System: 1. Human Resource 2. Production	07
	(b) Describe phases of DSS in detail.	07
	OR	
Q.3	(a) Explain CRM system with example.	07
	(b) How the Supply Chain Management Systems provide value for the business explain with example.	07
Q.4	(a) Explain types of computer crimes that affect the security of information.	07
	(b) What are the information securities measures need to take by organization?	07
	OR	
Q.4	(a) Explain Ethical Hacking v/s Unethical Hacking. What are the different ways to prevent Unethical Hacking?	07
	(b) 1. Business Intelligence 2. E-Commerce	07

Q.5	<p>CASE STUDY: Consumers are becoming increasingly aware of the internet as a channel to market. As established brand names move part of all of all of their offer online, customers are regularly turning to the web to make their purchasing decisions. They are not only reviewing product information and reviews but also are now ready to buy online as a mainstream way of shopping rather than as just a novelty experience. As a result the home delivery market is growing. Paradoxically, this success is causing logistical problems, which threaten the future success of online B2C trade. The problem is how to get the goods the last mile. As customer demand increase, the likelihood of their being at home to receive their purchases decreases.</p>	
	(a) List five physical products that you might purchase via the internet and require delivering to your home. Chose products from different categories.	07
	(b) State the times of day you are available at home to receive delivery of these goods.	07
	OR	
Q.5	(a) Describe the difficulties that an online retailer attempting to deliver the goods to you might encounter.	07
	(b) Suggest a solution for the last mile problem.	07
