

# END TERM EXAMINATION

THIRD SEMESTER [MBA(WEEKEND)] JANUARY 2020

Paper Code: MBA-201

Subject: Information Systems Management  
(2017 Batch Onwards)

Time: 3 Hours

Maximum Marks: 60

Note: Attempt any five questions including Q. No. 1 which is compulsory.

- Q1. Explain any six of the following: (2x6=12)
- (a) Explain the terms: Information architecture and Information Infrastructure.
  - (b) Contrast between 'Competitive Advantage' and 'Strategic Advantage' using example?
  - (c) Distinguish between Data, information and knowledge by giving example of each.
  - (d) What is Balanced scorecard approach? How is it useful?
  - (e) What are digital goods? Why e-commerce is more suitable for these goods.
  - (f) What is Structured Systems analysis and design? Why is it required?
  - (g) Explain the relationship between ERP, CRM and SCM,
- Q2. (a) What are the social, ethical and political issues raised by the use of Information systems. How can these be handled? Explain. (5)
- (b) "Porter's Competitive forces model and Value chain model help organizations develop 'competitive strategies using information systems'. Justify this statement. (7)
- Q3. (a) Why are information systems essential for managing a business organization? Explain using examples from business. (4)
- (b) What is business Intelligence? What is the role of Data warehousing, data mining and information systems in business intelligence? (8)
- Q4. (a) Describe the relationship between TPS, MIS, DSS and ESS indicating the level of management they serve. (6)
- (b) What are the various security threats faced by the information systems? Explain them briefly. How can we deal with them. (6)
- Q5. (a) How technology can help an organization to create a small personal area network. Discuss. (4)
- (b) What is RFID? How is it useful in information systems? (4)
- (c) Discuss the role and activities of Supply Chain Management in business operations. (4)
- Q6. (a) What is cloud computing? How it impacts the design of information systems? (4)
- (b) Contrast between Prototyping Vs. RAD models of system development. Give scenarios where they are suitable. (8)
- Q7. (a) What are the different e-commerce business models? Discuss. (4)
- (b) Explain the e-payment procedure to make a payment for buying apparel over the e-commerce side through any of the mechanism. (4)
- (c) What is e-marketplace? Explain the different functions of e-marketplace. (4)
- Q8. Explain any three of the following: (4x3=12)
- (a) Knowledge management systems vs. Expert systems
  - (b) Agile approach vs. Traditional approach for systems development
  - (c) Risks in information Systems
  - (d) Adoption of IT flattens organizations
  - (e) Strategic Information Systems
  - (f) Block chain Technology

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