Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_

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**End Semester Examination – Nov/Dec – 2018**

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|  |  |  |  |
| **Code :** | **16MS3010** | **Duration :** | **3hrs** |
| **Sub. Name :** | **MANAGEMENT INFORMATION SYSTEM** | **Max. Marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

**Draw diagrams and give examples wherever applicable**

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| **Q. No.** |  | **Questions** | **Course outcome** | **Marks** |
| 1. |  | How to use IT & IS in business for competitive advantage? Explain using Porter’s model. | CO1 | 20 |
| (OR) | | | | |
| 2. |  | Elaborate on the machines and technology behind computing. | CO1 | 20 |
|  |  |  |  |  |
| 3. |  | What is a database and write short notes on the recent trends in DB design. | CO3 | 20 |
| (OR) | | | | |
| 4. |  | What are the risks associated with IT and ethical issues that can arise in an organizational set up? Suggest the security measures for these issues. | CO3 | 20 |
|  |  |  |  |  |
| 5. |  | Explain the role of internet, intranet and extranet in business along with the emerging trends in these areas. | CO2 | 20 |
| (OR) | | | | |
| 6. |  | Analyze the role of global information system. | CO2 | 20 |
|  |  |  |  |  |
| 7. |  | Discuss in detail the SDLC. | CO3 | 20 |
| (OR) | | | | |
| 8. |  | Summarize the following:   1. DSS 2. EIS 3. AI 4. SMAC | CO2 | 20 |
|  | |  |  |  |
|  | | **Compulsory** |  |  |
| 9. |  | Discuss in detail the business strategy and the technical architecture of an E-Commerce platform of your choice, except eBay. | CO1 | 20 |