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

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

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| **Code :** | **18MS3010** | **Duration :** | **3hrs** |
| **Sub. Name :** | **MANAGEMENT INFORMATION SYSTEM** | **Max. marks :** | **100** |

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

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| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. | a. | Discuss the difference between a logical view and a physical view of data in a database. | CO1 | 8 |
| b. | Explain the major components of an Information System. | CO1 | 12 |
| (OR) | | | | |
| 2. |  | Elaborate on the machines and technology behind computing. | CO2 | 20 |
|  |  |  |  |  |
| 3. |  | How does Information Technology affect privacy of customers? How can government, Industries and organizations increase the security and privacy of customers’ data? | CO3 | 20 |
| (OR) | | | | |
| 4. |  | Explain the role of internet, intranet and extranet in business along with the emerging trends in these areas. | CO1 | 20 |
|  |  |  |  |  |
| 5. |  | Write short notes on: |  |  |
| a. | ERP | CO1 | 5 |
| b. | CRM | 5 |
| c. | GIS | 5 |
| d. | Data Mining | 5 |
| (OR) | | | | |
| 6. |  | To design an intranet, where should an organization start? Who should participate in the design process? Discuss the steps in SDLC and its limitations. | CO1 | 20 |
|  |  |  |  |  |
| 7. |  | Discuss the two types of software as a major component of computer system with examples. | CO2 | 20 |
| (OR) | | | | |
| 8. |  | Display in detail about E-Commerce and its major categories. | CO3 | 20 |
|  | |  |  |  |
|  | | **Compulsory**: |  |  |
| 9. |  | Jeff Bezos, CEO of Amazon.com,Inc. (www.amazon.com) has a point about information technology, one he has been making since he started Amazon, but that people are only now starting to believe. “In the physical world, it is the old saw; location, location, location,” He says “the three most important things for us are technology, technology, technology.”  Visit one of Amazon’s six warehouses today, and it becomes clear why Bezos believes in information technology. They are models of GE like efficiency. The Fernley, Nevada, sites sits about 35 miles east of Reno and hundreds of miles from just about anything else it does not look like much at first. Just three million books, CD’s, toys and house wares in a building a quarter mile long by 200 yards wide. But here’s where the Bezos commitment to numbers and technology pays off: The place is completely computerized. Amazon’s warehouses are so high tech that they require as many lines of code to run as Amazon’s website does. Computers start the process by sending signals to workers’ wireless receivers, telling them what items to pick off the shelves; then they crunch everything from which item gets plucked first to whether the weight is right for sending.  Along the ways the computers generate reams of data everything from misboxed items to chute backup items and managers are expected to study the information. In response, the managers sweat every last drop of productivity, out of the warehouses. For example, by redesigning a bottleneck where workers transfers orders arriving in green plastic bins to a conveyor belt that automatically drops them into the appropriate chutes ,Amazon has been able to increase the capacity of the Fernley warehouse by 40 percent. Today, Amazon’s warehouses can handle three times the volume they could in 1999, and in the past three years the cost of operating them as fallen from nearly 20 percent of Amazon’s revenues to less than 10 percent. The company doesn’t believe it will even have to think about building a new warehouse for another year.  The warehouses are so efficient that Amazon turns over its inventory 20 times a year. Virtually every other retailer’s turnover is under 15. Indeed, one of the fastest growing and the most profitable parts of Amazon’s business today is its use of its warehouses and sometimes its entire back end to run the e-commerce business of other retailers, such as Toys “R” Us and Target.  Call it the Amazon way: Project an image of fun, but inside, hire smart, drive fast, and above all, bet on the numbers. How is the customer service doing? Bezos isn’t interested in a qualitative answer. He wants to know average customer contacts per order, average time per contact, the breakdown e-mail versus telephone contacts and the total cost to the company of each. Jeff Willke, who runs customer service and Amazons warehouse and distribution operations, says he looks at about 300 charts a week for his division alone. The boss makes no apologies for his love of data.” With most decisions, you can do the math and figure out the right answer, and math-based decisions always trump opinion and judgment, “he says. “ The trouble with most corporations is that they make judgment based decisions when data based decisions could be made.” Says public relations director Bill Curry: “I’ve seen Jeff end discussions by saying, ’We don’t need to debate this because this is data we can get’”.  Amazon spent big on software development, but now its platform requires little additional investments. Thanks largely to its conversions to the free Linux operating system, technology and content expenses are down 20 percent in the past 2 years. “ there just aren’t other companies that let a consumer order two out of what are millions of products in a warehouse and then quickly and efficiently, at low cost, get those two things into a single box,” Bezos says.  Bezos has outfoxed other retailers, too, by welcoming competitors instead of fighting them. Alongside its own wares, Amazon now sells other retailers ‘products, as well as used items. They are all on the same web page. “ This sounded suicidal when Bezos first proposed the idea in early 2001, but he saw eBay as an emerging threat, and he saw this as an opportunity to overtake them”, says an ex-Amazonian. Now selling the partners’ used and new goods next to Amazon’s own has become a cornerstone of its offerings. Amazon can do this because its warehouse operations are so efficient. Amazon earns about the same profit margins selling on commission as it does selling retail in addition, the company doesn’t have to advertise that its prices are lower, because the consumers themselves can now compare prices from Amazon and other vendors.  Sure this sales money, but it also breeds loyalty, Bezos says. “Giving people the choice to buy new and used side by side is good for customers,” he says. “Give them the choice. They are not going to hurt themselves with that choice. The data we have tell us that customers who buy used books from us go on to buy more new books than they have ever bought before.” | CO3 | 20 |
|  | a | Could amazon.com achieve business success without information technology? | CO3 | 5 |
| b | Can any business today succeed without information technology? | 5 |
| c | Jeff Bezos says,” The trouble with most corporations is that they make judgment based decisions, when data based decisions could be made.” Do you agree or not? Explain. | 10 |