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



**End Semester Examination – Nov / Dec – 2019**

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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. |  | Explain the importance and applications of Information systems in various functional areas of business. | CO1 | 20 |
| **(OR)** | | | | |
| 2. |  | Elaborate on the types of decisions in an organization and the different phases of decision making process. Also justify how decision support systems help in the decision making process. | CO1 | 20 |
|  |  |  |  |  |
| 3. |  | Discuss the important strategies for gaining a competitive advantage, identified by Micheal Porter through his model. | CO2 | 20 |
| **(OR)** | | | | |
| 4. |  | Discuss the role of data communication in business, summarizing the types of network. | CO2 | 20 |
|  |  |  |  |  |
| 5. | a. | Write brief note on the various functions of Data warehouse. | CO2 | 10 |
| b. | Define Business Analytics. Discuss the role of Business intelligence in decision making. | CO2 | 10 |
| **(OR)** | | | | |
| 6. |  | Explain the major categories of E-commerce with examples. | CO2 | 20 |
|  |  |  |  |  |
| 7. |  | A system well designed meets customer expectations, reaches completion within time and cost evaluations, and works effectively and efficiently in the current and planned Information Technology infrastructure of an organization. How can you develop an effective well designed System? What are the steps involved in SDLC and share its limitations? | CO3 | 20 |
| **(OR)** | | | | |
| 8. |  | Summarise the following: |  |  |
| a. | ERP | CO1 | 5 |
| b. | GIS | 5 |
| c. | CRM | 5 |
| d. | SCM | 5 |
|  | |  |  |  |
|  | | **Compulsory**: |  |  |
| 9. |  | In May 2007, Google added its Street View feature to Google Maps, and it has been battling privacy complaints, paying fines and facing audits ever since. Google Street View provides panoramic views of streets gathered by webcams. It prompted privacy worries for showing men leaving strip clubs, people entering adult bookstores, and people picking up prostitutes, among other activities. Google allows users to flag worrisome images for removal and added a blurring feature for faces and license plates. Nonetheless, Street Views has run into privacy battles with Switzerland, France, Belgium, Germany and South Korea, to name a few countries. France fined Google the equivalent of $142,000 in March 2011 related to Street Views, but an August 2011 review by the U.K. Government gave Google positive marks for improving the privacy of Street View. Meanwhile, Google must undergo regular privacy audits mandated by the FTC for the next 20 years as the result of a settlement over improper privacy disclosures in its now-defunct Buzz social media service.  *Analyze this case and comment your views on 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 |