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



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

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| **Code :** | **19MS3011** | **Duration :** | **3hrs** |
| **Sub. Name :** | **MANAGEMENT INFORMATION SYSTEM AND**  **E-COMMERCE** | **Max. Marks :** | **100** |

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

|  |  |  |  |  |
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| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. |  | Elucidate the two types of software as a major component of computer system with examples. | CO1 | 20 |
| **(OR)** | | | | |
| 2. |  | Define database: Write short notes on database management system and give brief explanation on data models. | CO1 | 20 |
|  |  |  |  |  |
| 3. |  | Is Facebook a Friend or Foe? What are the various security measures in Information system? How could organizations enforce it? | CO2 | 20 |
| **(OR)** | | | | |
| 4. |  | Elicit the role of internet, intranet and extranet in business along with the emerging trends in these areas. | CO2 | 20 |
|  |  |  |  |  |
| 5. |  | Write short notes on: |  |  |
| a. | SCM | CO2 | 5 |
| b. | CRM | CO2 | 5 |
| c. | ERP | CO2 | 5 |
| d. | ICMS | CO2 | 5 |
| **(OR)** | | | | |
| 6. |  | Elaborate in detail the E-Commerce and its major categories. | CO2 | 20 |
|  |  |  |  |  |
| 7. |  | Tele-Talk , a multinational textile company, is developing an online customer services for better serving its customers. List three tangible and three intangible benefits of this system. What are some of the costs associated with this information system development? Discuss some of the activities that must be performed during the planning phase of SDLC? | CO3 | 20 |
| **(OR)** | | | | |
| 8. |  | Discuss the advantages and disadvantages of paper catalog and electronic catalog. | CO3 | 20 |
|  | | **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 |