

INDIAN MARITIME UNIVERSITY
(A Central University, Government of India)

June 2017 End Semester Examinations
Master of Business Administration – Second Semester
International Transportation and Logistics Management/
Port and Shipping Management (2015 batch onwards)

Management Information System (PG22T2203/PG21T2203)

Date : 10.06.2017

Maximum Marks : 60

Time: 3 Hrs

Pass Marks : 30

Section – A

Answer all the questions (12x1=12 Marks)

1. C2C e-commerce refers to e-commerce in which both the buyer and seller are
 - a. Companies
 - b. Carriers
 - c. Individuals
 - d. Collaborations
2. Information System that process routine recurring transaction data of an organization is
 - a. Decision Support System
 - b. Operations Information system
 - c. Transaction Processing System
 - d. Executive Information System
3. ----- is a cross functional enterprise system driven by an integrated suite of software modules that supports the basic internal business process of a company.
 - a. ERP
 - b. CRM
 - c. SCM
 - d. KMS
4. The general transformation cycle for data is
 - a. Information to Data to Knowledge
 - b. Data to Information to Knowledge
 - c. Knowledge to Information to Data
 - d. Data to e-commerce
5. -----is a network that connects two or more companies to securely share information.
 - a. Intranet
 - b. WAN

- c. Extranet
 - d. LAN
6. A computer based information system is needed because
- a. Business success depends on fast and easy access to accurate
 - b. Information
 - c. To minimize employees' excessive work load
 - d. Plenty of computers are available at low prices
 - e. It is the market trend
7. Data mining requires
- a. Several CD drives to store archive data
 - b. Large quantities of data stored over a period of time
 - c. Most sophisticated mainframe computers
 - d. An e-commerce business network
8. A look alike website which looks exactly like a legitimate website to trick users into inputting confidential data is termed as
- a. Spyware
 - b. Adware
 - c. Dos Attacks
 - d. Phishing
9. The view of total database content in a DBMS is
- a. External View
 - b. Physical View
 - c. Logical View
 - d. Internal View
10. A high level map or plan of the information assets in an organization, including the physical design of the building that holds the hardware.
- a. Information system infrastructure
 - b. Information support system design
 - c. Web-based system network
 - d. Information technology architecture
11. ----- is an integration of two or more data sets in a single graphical interface.
- a. Social media
 - b. Virtual communities
 - c. Data mashup
 - d. Wikis
12. HR Information Systems (HRIS) designed to support
- a. Planning to meet personnel needs

- b. Development of employees to their full potential
- c. Control of all personnel policies and programs
- d. All of the above

Section B

Answer any 5 out of 7 questions (5X4 Marks = 20 Marks)
Each answer should not exceed 200 words

13. Discuss the logic of building information system in accordance with the organizational hierarchical structure.
14. What is e-government? What are the benefits?
15. Distinguish between operational database and data warehouse.
16. What is ERP? What are the benefits and challenges?
17. Discuss the major characteristics of Web 2.0 and its advantages.
18. What are the marketing applications a company uses for marketing?
19. What is prototyping approach?

Section C

Question No.20 is compulsory (4X7 Marks = 28 Marks)
Answer any 3 out of 5
Answer should not exceed 500 words

20. Munnar Estates is a small tea factory in South India who is specialised in flavoured green tea. Annual sales in 2010 were only Rs.3 lakhs, but with Web 2.0 technologies, sales grew to Rs.10 lakhs in 2012 and are projected to reach Rs.30 lakhs in 2017.

The company devised a month long marketing campaign called " HighTEA with CelebriTEA" . Each high tea was to be hosted by a popular restaurant of the locality and used for tea tasting by dozens of guests along with a local celebrity. You have been undergoing your internship in this company and are nominated as the co-ordinator of this programme.

- a. How will you get 30 restaurants to host tea parties?
 - b. How will you ensure 25-30 guests per event?
21. Explain the five phases of project management.
22. Discuss some of the applications of collaborative technologies in the

present business scenario.

23. Why is cybercrimes expanding rapidly? Discuss some possible solutions.
24. Discuss how m-commerce can expand the reach of e-business.
25. Define DBMS. Narrate advantages of database system over file management system.
