

**E 3TE001R**

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

Name: \_\_\_\_\_

**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY  
THIRD TRIMESTER MBA DEGREE EXAMINATION APRIL 2017**

**MBA 35 MANAGEMENT INFORMATION SYSTEM**

Max. Marks: 30

Duration: 90 Minutes

**Part A**

**Answer all questions. Each question carries 2 marks**

1. What are the unique features of e-commerce, digital markets and digital goods?
2. You are in charge of conducting a seminar in your college. One of the key speakers expressed her inability to travel due to health reasons. What alternatives you can suggest to conduct the seminar as per schedule?
3. What is Trojan horse? What is its impact on system security?
4. Discuss the process and phases of CRM

(4x2 marks = 8 marks)

**Part B**

**Answer any 2 questions. Each question carries 6 marks**

5.
  - a. What are the major capabilities of Database Management Systems? (2 marks)
  - b. Briefly describe the concepts of data warehousing and data mining. (2 marks)
  - c. Illustrate a Library Management System using a Data Flow Diagram. (2 marks)
6. Highlight business values of system security and control for better information security. Also discuss system vulnerability towards Cyber Crimes.
7. A transport and logistics company has decided that it no longer requires a Head Office and its strategic aim is to become a virtual organization. a) Discuss the various MIS technologies that could be used to create a virtual organization. (b) The company's auditors have concerns that information held by the virtual company would lack security. List and describe THREE measures that could be adopted to ensure this information remains secure.
8. Discuss about the challenges in ERP implementation. What are the future trends in ERP systems?

(2x6 marks = 12 marks)

**Part C**

**Compulsory question, the question carries 10 marks**

9. "In a corporate environment, an enterprise-wide Management Information System is a hacker's dream." a) With reference to TWO examples, discuss the extent to which you agree or disagree with this statement. b) Write an article for a corporate in-house magazine which discusses how a large organisation can both determine and manage the security risks associated with its Management Information System (Maximum 200 words).