

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

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

**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY**  
**THIRD TRIMESTER MBA DEGREE EXAMINATION APRIL 2018**

**35 MANAGEMENT INFORMATION SYSTEM**

Max. Marks: 30

Duration: 1.5 Hours

**PART A**

*Answer all questions. Each question carries 2 marks*

Write Short notes on:

1. Revenue models in e-commerce.
2. Encryption and public key infrastructure.
3. ERP & Big 5.
4. Phishing, Pharming, spoofing and DOS.

**PART B**

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

5. i) Discuss how enterprise systems provide firm-wide operational excellence. (3)  
 ii) As companies increasingly rely on digital networks, how could a firm ensure system availability? (3)
6. i) Security is not simply a technology issue it's a business issue. Discuss. (2)  
 ii) Compare a RDBMS system with a traditional file environment. (4)
7. i) Explain the terms: Data marts, data warehousing and data mining. (3)  
 ii) Differentiate between push & pull based supply chain models. (3)

**PART C**

*Compulsory question, the question carries 10 marks*

8. In 2014, Sony Pictures was set to release a movie that was controversial from the day they green-lit production – The Interview. Back in the early days of motion picture entertainment, secrets could die in soundproof rooms and there was no Internet trail to follow down the rabbit hole into the deep, dark depths. That doesn't hold true anymore, and on the morning of November 24<sup>th</sup>, 2015, studio executive Amy Pascal arrived in her office to find her computer had been hacked. The screen was taken over and displayed an image overlaid with the words, "We've obtained all your internal data including your secrets and top secrets. If you don't obey us, we'll release data shown below to the world." The "data" below consisted of five links that held all of the internal records for Sony Pictures. It wasn't just her computer, though. Every computer connected to the network worldwide went down that day with the same on-screen message. The hackers, Guardians of Peace, attacked the studio because of the movie The Interview, which mocked North Korean leader Kim Jong Un. Sony was in chaos, as insiders described it, and the mess wasn't cleaned up in any sort of expeditious manner. In the end, it led to the studio executive, Amy Pascal, resigning for a failure that did not rest solely on her.
  - a) Explain a disaster recovery plan. Discuss how information systems are vulnerable to destruction, error and abuse in the context of the case. (5)
  - b) Briefly discuss the ethical and social issues which impact the business due to digitization of the enterprise. (5)

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