

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

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

**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY**

Third trimester MBA examinations (S), October 2020

**Course Code: 35****Course Name: MANAGEMENT INFORMATION SYSTEMS**

Max. Marks: 30

Duration: 1 Hour 30 Minutes

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

Marks

- |   |   |     |
|---|---|-----|
| 1 | Differentiate between Phishing and Spoofing.    | (2) |
| 2 | What are the elements of SCM?                   | (2) |
| 3 | What is the impact of CRM on customer intimacy? | (2) |
| 4 | What is Enterprise Resource Planning?           | (2) |

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

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|---|--|-----|
| 5 | “Intelligence agencies that need to exchange secret information use encrypted data”. Briefly explain encryption and its uses.                    | (6) |
| 6 | Highlight business values of system security and control for better information security. Also discuss system vulnerability towards cybercrimes. | (6) |
| 7 | Elucidate on data warehousing and data mining.   | (6) |

**PART C***Compulsory question carrying 10 marks*

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|---|---|------|
| 8 | Discuss the pros and cons of webinar and related online platforms in these pandemic circumstances with examples | (10) |
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