

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
First Semester MBA Degree Examination March 2021 (2020 scheme)

Course Code: 20MBA109

Course Name: INFORMATION SYSTEMS FOR MANAGERS

Max. Marks: 60

Duration: 3 Hours

PART A

Answer all questions. Each question carries 2 marks

- | | | Marks |
|---|---|-------|
| 1 | What do you mean by information systems? | (2) |
| 2 | Give the difference between Data and Information. | (2) |
| 3 | Explain business process reengineering. | (2) |
| 4 | Discuss the concept of data visualisation. | (2) |
| 5 | What is firewall in computer network? | (2) |

PART B

Answer any 3 questions. Each question carries 10 marks

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|----|---|------|
| 6 | Discuss about any four successful e-commerce companies and their Information technology strategies. | (10) |
| 7 | Illustrate the statement “MIS support to decision making”, with an example. | (10) |
| 8 | What are the information system strategies for dealing with competitive forces? | (10) |
| 9 | Explain the benefits and challenges of ERP system. | (10) |
| 10 | Discuss the ethical challenges to Information systems in competitive business world. | (10) |

PART C

Compulsory question carrying 20 marks

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| 11 | A business school wants to be automated in its functioning. All records of students and teachers will be digitalised, students will be taught with computers, and their attendance, study material, timetable, and progress reports will be maintained and sent to parents through email. If you have been assigned as a consultant on this project, suggest the software and hardware requirements with specifications. | (20) |
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