Reg No.:_____   Name:_____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

First Semester MBA Degree Regular and Supplementary Examination December 2022

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 is porters value chain	(2)
2	Define data mining	(2)
3	Compare BPI vs BPR	(2)
4	What is a decision support system	(2)
5	Distinguish between hacking and cracking	(2)

PART B
Answer any 3 questions. Each question carries 10 marks

6	Appraise how the information system effect the managerial business decision	(10)
7	Describe the concept & architecture of Data Warehousing. Discuss the need of Data Warehousing in modern business	(10)
8	Elaborate the enterprise wide systems	(10)
9	Examine the benefits and challenges of ERP.	(10)
10	Explain briefly about block chain technology	(10)

PART C
Compulsory question carrying 20 marks

11   **Case Analysis**   (20)

Eric S. Yuan (Yuan), the founder of Zoom, was born in 1970 in a family of engineers and grew up in China. In 1997, he moved to the US after completing his graduation and joined Cisco Webex (Webex) . While working with Webex, Yuan studied the gaps in the video conferencing platforms functioning at that time and decided that he would start his own company to provide a better video communication platform to the world. In April 2011, Yuan incorporated a new company, Saasbee, in the state of Delaware, US, by joining hands with 40 engineers from Webex. After two months, in June 2011, all 41 employees

(including Yuan and 40 engineers) left Webex and raised US$3 million in seed funding from Webex founder Subrah Iyar, former Cisco SVP and General Counsel Dan Scheinman, venture capitalist Matt Ocko, TSVC , and venture capitalist Bill Tai. Soon. The outbreak of the coronavirus pandemic in early 2020 forced people to stay indoors. That increased daily downloads of the Zoom app by 30 times year-over-year and Zoom became the top free app for iPhones in the US, according to Apptopia. The number of daily users for Zoom increased to 200 million in March 2020 and to 300 million in April 2020. The Zoom app helped professionals conduct their meetings through video conferencing and facilitated face to face communication through a range of free services and virtual experiences. It became a primary communication platform for millions of people, especially for high school and college students, as institutions moved to online learning. Zoom has been criticised for a range of privacy issues, including sending user data to Facebook, wrongly claiming the app had end-to-end encryption, and allowing meeting hosts to track attendees. Ex-NSA (National Security Agency) hacker Patrick Wardle identified a series of issues, including a flaw which left Mac users vulnerable to having webcams and microphones hijacked. Security consultant Graham Cluley said that Zoom faced "a crisis".

It risked losing a large amount of goodwill it had received because of revelations about its less-than-perfect attitude towards security and privacy.Though Zoom had many competitors, users continued using it in spite of the security issues, which underlined its popularity with them. The outbreak of the Covid-19 pandemic presented an opportunity for Zoom to grow further, provided it took steps to avoid security lapses in future.

A) Analyze the issues arising out of Zoom's security and privacy lapses.(5 marks)

B) What you Understood by the importance of Information Security Systems in organizations. .(5 marks)

C) Study the impact of the security and privacy issues on Zoom. .(5 marks)

D) Analyze the steps Zoom should take to prevent security and privacy breaches in the future. .(5 marks)

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