

**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY**

First Semester MBA Degree Regular and Supplementary Examination December 2023

**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*

1. Briefly explain the different types of information systems in organization. (2)
2. Describe the role of MIS in production industry. (2)
3. Distinguish BPI from BPR. (2)
4. “ERP is a boon to an industry”. Comment. (2)
5. Narrate the ethical responsibility of business. (2)

**PART B***Answer any three questions. Each question carries 10 marks.*

6. “Information systems have a high impact on business applications “illustrate with examples (10)
7. Describe the role of MIS in decision making process of an organization with examples. (10)
8. With examples derive the role of CIO in an organization. (10)
9. Explain with examples, to what extent the AI technologies are useful business applications. (10)
10. Derive the features and applications of block chain technology in business applications. (10)

**PART C***Compulsory question carrying 20 marks*

11. (a) Explain Customer Relationship Management systems and its relevance with examples (8)
- (b) Explain the CRM practices with reference to any one emerging retail sector in Kerala (12)

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