

SVKM's NMIMS
MUKESH PATEL SCHOOL OF TECHNOLOGY MANAGEMENT & ENGINEERING

Programme: B. Tech (IT)

Year: IV

Semester: VII

Academic Year: 2019-20

Subject: Management Information Systems

Date: 08 November 2019

Marks: 70

Time: 2.00 pm - 5.00 pm

Durations: 3 (hrs)

No. of Pages: 02

Final Examination (2019-20)

Instructions: Candidates should read carefully the instructions printed on the question paper and on the cover of the Answer Book, which is provided for their use.

- 1) Question No. 1 is compulsory.
- 2) Out of remaining questions, attempt any 4 questions.
- 3) **In all 5 questions to be attempted.**
- 4) All questions carry equal marks.
- 5) **Answer to each new question to be started on a fresh page.**
- 6) **Figures in brackets on the right hand side indicate full marks.**
- 7) **Assume suitable data if necessary.**

- Q.1. A.** How does the use of Internet, intranets and extranets by companies today support their business processes and activities? [05]
- B.** What are major concerns about privacy issues on the internet? [05]
- C.** What strategic role can Information Technology play in business process reengineering? [04]
- Q.2. A.** Elaborate and provide examples of several major types of information systems from business organizations in the real world. [07]
- B.** Explain Enterprise resource planning and its business processes. [07]
- Q.3. A.** Understand the basic competitive strategies and how to use information technologies to confront the competitive forces faced by a business. [07]
- B.** Managing the information systems and technologies that support the modern business processes of companies today is a major challenge for both business and IT managers and professionals. Justify it. [07]

- Q.4. A.** Achieving the goals and objectives of Supply Chain Management is a major challenge [07]
for many companies today, Justify it.
- B.** Understand the role that information system plays in supporting decision making at [07]
various levels of management.
- Q.5. A.** Outline types of CRM that are being implemented by many companies today and [07]
summarize their benefits to a business.
- B.** Social computing facilities communication and collaboration in the modern [07]
workplace. Discuss three types of social computing applications that will be useful to
support socialization in the workplace. Also give the benefits and disadvantages of
using such applications to support socialization at work.
- Q.6. A.** What is business analytics? Give the purpose and benefits of Implementing Business [07]
Analytics.
- B.** What are several business decisions that you will have to make as a manger that have [07]
both ethical and IT dimensions? Give examples to illustrate your answer.
- Q.7. A.** Explain how the following information technologies work and how it is used in [14]
modern workplace. Discuss with relevant examples.
- A. Global Positioning system
 - B. Cloud Computing
 - C. Data mining
 - D. Virtual Reality
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