

Seat No.: \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER 02– • EXAMINATION – WINTER 2015****Subject Code: 2820002****Date: 21/12/2015****Subject Name: MANAGEMENT INFORMATION SYSTEM (MIS)****Time: 02.30 PM TO 05.30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

**Q.1 (a)** Multiple choice questions. Each is carrying one mark.**6**

1. Which is the fastest medium of the communication for long distance?  
A. Coaxial Cable      B. Twisted Pair  
C. Infrared            D. Fiber Optic
2. 'Language of Secret Writings' is...  
A. Encryption          B. Decryption  
C. Cryptography       D. Algorithm
3. Which is the TPS (Transaction Processing System)?  
A. Point of Sale      B. Automated Teller System (ATM) (POS)  
C. E-Attendance      D. All the above.  
System
4. 'MODEM' stands for...  
A. Modulator-          B. Modulation-Demodulation  
Demodulator  
C. Multiplexing-       D. Moderator-Demoderator  
Demultiplexing
5. Which of the following is included in the Office Automation System?  
A. AV Conferencing   B. Voice Mail  
C. E-Calendaring       D. All the above
6. The accounting system is \_\_\_\_\_ whereas the demand forecasting system is \_\_\_\_\_.  
A. Open-Close          B. Deterministic, Probabilistic  
C. Probabilistic-       D. Close-Open  
Deterministic

**Q.1 (b)** Give the meaning of the following terms. Each is carrying one mark.**04**

1. Peer-to-peer networking
2. Cloud Computing
3. Expert System
4. Bluetooth

**Q.1 (c)** How an information system helps to survive into the era of competition? Elicit in short with good examples.**04**

- Q.2 (a) What is an information system? Give the classification of information system. **07**
- (b) "Right information should be available to the right person at right time and place." Justify. **07**

**OR**

- (b) "Day by day enhancement and penetration of IT truncates the new job opportunities". Do you agree? Elaborate your response with proper examples. **07**

- Q.3 (a) What is computer network? Narrate the various computer topologies with illustrations. **07**
- (b) If you are appointed as Chief Information Officer (CIO), how will you tackle several computer security aspects to maintain privacy and confidentiality of your organization? **07**

**OR**

- Q.3 (a) Write a note on "Wired and wireless technologies" in an illustrative manner. **07**
- (b) How is Enterprise Resource Planning (ERP) beneficial to organize several business functions? Describe with proper examples. **07**

- Q.4 (a) Which are the main threats to computer systems and networks & how they damage? Narrate in detail. **07**
- (b) "Study of Computer ergonomics is must to protect yourself from the health related issues in the field of IT" Elicit. **07**

**OR**

- Q.4 (a) Write a note on "Group Decision Support System (GDSS) & its components". **07**
- (b) How the Internet, Intranet & Extranet works and helps to gain business value? **07**

- Q.5 **The Last Mile Problem** **14**

Consumers are becoming increasingly aware of the internet as a channel to market. As established brand names move part or all of their offer online, customers are regularly turning to the web to make their purchasing decisions. They are not only reviewing product information and reviews but also are now ready to buy online as a mainstream way of shopping rather than as just a novelty experience. As a result the home delivery market is growing. Paradoxically, this success is causing logistical problems, which threaten the future success of online B2C trade. The problem is how to get the goods the *last mile*. As customer demand increases, the likelihood of their being at home to receive their purchases decreases.

1. List five physical products that you might purchase via the internet and require delivering to your home. Chose products from different categories.
2. State the times of day you are available at home to receive delivery of these goods.
3. Describe the difficulties that an online retailer attempting to deliver the goods to you might encounter.
4. Suggest a solution for the *last mile* problem that will

OR

**Q.5**

**Situation Analysis for an E-Commerce Operation**

**14**

You are a newly incumbent e-commerce manager in an organization that has operated a B2B e-commerce presence for two years in all the major European countries. The organization sells office equipment and has been as establisher mail-order catalogue operation for 25 years. The UK, Germany, France and Italy each have their own localized content.

Discuss the e-commerce related questions you would like to research for the success of B2B model based on following headings:

- Internal Analysis
- External Analysis (micro-economic factors)
- External Analysis (macro-economic factors)

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