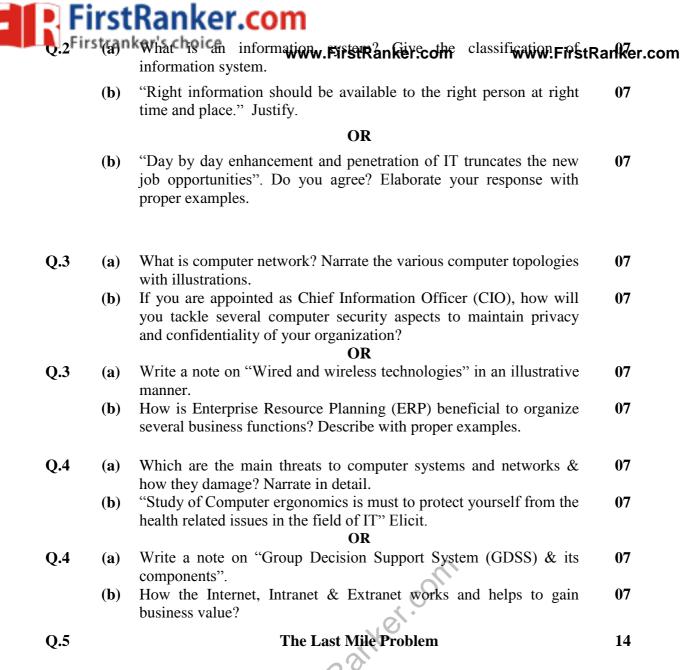
www.FirstRanker.com

	www	Firs	stRa	nker	.co	m
Enro	ılmeni	t No.				

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

## GUJARAT TECHNOLOGICAL UNIVERSITY MBA – SEMESTER 02–• EXAMINATION – WINTER 2015

S T	ubjec ime:(i structi 1 2	ct Name: MANAGEMENT INFORMATION SYSTEM 02.30 PM TO 05.30 PM	ate: 21/12/2015 M (MIS) Total Marks: 70
Q.1 (a)	Multi	tiple choice questions. Each is carrying one mark.	6
1.	Whice 2. 3.	ch is the fastest medium of the communication for long distance?  A. Coaxial Cable B. Twisted Pair C. Infrared D. Fiber Optic  'Language of Secret Writings' is A. Encryption B. Decryption C. Cryptography D Algorithm  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.	<ul> <li>'MODEM' stands for</li> <li>A. Modulator- B. Modulation-Demodulation         Demodulator         </li> <li>C. Multiplexing- D. Moderator-Demoderator         Demultiplexing     </li> </ul>	
	<ul><li>5.</li><li>6.</li></ul>	Which of the following is included in the Office Automation Sys  A. AV Conferencing B. Voice Mail  C. E-Calendaring D. All the above  The accounting system is whereas the demand for 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 mark.  1. Peer-to-peer networking 2. Cloud Computing 3. Expert System	one <b>04</b>
Q.1	(c)	4. Bluetooth How an information system helps to survive into the era of competition? Elicit in short with good examples.	04



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



FirstRanker.com

Firstranker's checourage consumers for singrease the amount of goods. This transfer com

## 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)

\*\*\*\*\*\*

www.FirstRanker.com