

MBA & MBA (Finance) I Semester Supplementary Examinations June 2019

MANAGEMENT INFORMATION SYSTEMS

(For students admitted in 2017 & 2018 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

(Answer the following: 05 X 10 = 50 Marks)

- 1 Explain the need for MIS and their characteristics and structure.

OR

- 2 Discuss in detail about the challenges of managing MIS.

- 3 Describe modern data base management approaches.

OR

- 4 Explain data warehousing and data mining in detail.

- 5 Write short notes on:

- (a) ERP.
(b) Types of decisions.

OR

- 6 Write the following:

- (a) SCM.
(b) Decision support techniques.

- 7 Explain the planning and implementation phase of SDLC (System Development Life Cycle).

OR

- 8 Write the steps in project management.

- 9 Enumerate on information systems and social issues.

OR

- 10 Briefly describe IS security threats.

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

- 11 **Case Study:**

In May 2007, Google added its street view feature to Google Maps, and it has been battling privacy complaints, paying fines and facing audits ever since. Google street view provides panoramic views of streets gathered by webcams. It prompted privacy worries for showing men leaving strip clubs, people entering adult bookstores, and people picking up prostitutes, among other activities. Google allows users to flag worrisome images for removal and added a blurring feature for faces and license plates. Nonetheless, street views have run into privacy battles with Switzerland, France, Belgium, Germany and South Korea, to name a few countries. France fined Google the equivalent of \$142,000 in March 2011 related to street views, but an August 2011 review by the U.K. government gave Google positive marks for improving the privacy of street view. Meanwhile, Google must undergo regular privacy audits mandated by the FTC for the next 20 years as the result of a settlement over improper privacy disclosures in its now-defunct Buzz social media service.

Question:

Analyze this case and comment your views on the risks associated with IT and ethical issues that can arise in an organization set up. Suggest the security measures for these issues.