

Code: R7421005

R7

B.Tech IV Year II Semester (R07) Advanced Supplementary Examinations, June 2012

MANAGEMENT INFORMATION SYSTEMS

(Common to EIE and E.Con.E)

Time: 3 hours

Max Marks: 80

Answer any FIVE questions

All questions carry equal marks

- 1 In what ways does an executive information systems differ from the traditional information systems?
- 2 Explain the various technology issues and opportunities for global chains.
- 3 Explain about financial and accounting information systems.
- 4 (a) What is B to B e-commerce?
(b) Write about customer centered retailing.
- 5 What are information systems so vulnerable to destruction, error, abuse and system quality problems? What types of controls are available for information systems?
- 6 Discuss about supply chain management systems.
- 7 What is the difference between e-commerce and m-commerce?
- 8 Discuss the importance of business process reengineering.
