

**Code: 9A13705**

B.Tech IV Year I Semester (R09) Regular &amp; Supplementary Examinations December 2015

**MANAGEMENT & INFORMATION SYSTEMS**

(Electronics &amp; Control Engineering)

Time: 3 hours

Max. Marks: 70

Answer any FIVE questions  
All questions carry equal marks

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- 1 What is information system? How are information systems used at various levels of business management?
- 2 Explain various functional information systems with suitable examples.
- 3 Describe the management challenges posed by electronic commerce and electronic business on the internet.
- 4 List and describe the types of M-commerce services and applications supported by the wireless web.
- 5 Explain why information systems need special protection from destruction, error and abuse.
- 6 What is customer relationship management? Why is it so important to business? How do information systems facilitate customer relationship management?
- 7 What is business process reengineering? What steps are required to make it effective?
- 8 Explain the various technological issues and opportunities for global value chains.

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