

R09**Code: 9A13705**

B.Tech IV Year I Semester (R09) Supplementary Examinations June 2017

MANAGEMENT & INFORMATION SYSTEMS

(Electronics & Control Engineering)

Time: 3 hours

Max. Marks: 70

Answer any FIVE questions

All questions carry equal marks

- 1 (a) What is an information system? What are the key management challenges involved in building, operating and maintaining information system today?
(b) What are the characteristics of MIS? How MIS differs from DSS?
- 2 Use an example and develop financial based management information system in detail.
- 3 (a) How information system impact organizations and business firm?
(b) What is electronic commerce? How has electronic commerce changed consumer retailing and business-to-business transactions?
- 4 (a) Evaluate the role of m-commerce in business and describe the most important m-commerce applications.
(b) Describe the major standards for wireless networks and for wireless internet access.
- 5 What special measures must be taken to ensure the reliability, availability and security of electronic commerce and digital business processes?
- 6 (a) Explain how enterprise applications improve organizational performance.
(b) Write short notes on:
 - (i) Customer relationship management systems.
 - (ii) Knowledge management systems.
- 7 (a) Explain various steps in effective re-engineering of business process.
(b) Identify core activities in systems development process.
- 8 Demonstrate how information systems support global strategies.
