

Code: R7421005

**R7**

B.Tech IV Year II Semester (R07) Supplementary Examinations, March/April 2013

**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

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- 1 Define information systems. Why are information systems essential in business today?
- 2 Explain various information systems serving each of the major functional areas of a business.
- 3 How can internet technology support business-to-business electronic commerce?
- 4 List and describe the type of M-commerce services and applications supported by the wireless Web.
- 5 Evaluate how to establish a management framework for security and control.
- 6 What is supply chain management? What activities does it comprise? Why is it so important to business?
- 7 What do mean by end-user development? Explain its advantages and disadvantages.
- 8 Explain the various technological issues and opportunities for global value chains.

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