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Name.....

Reg. No.....

SECOND SEMESTER M.B.A. DEGREE EXAMINATION, MAY/JUNE 2019

(CUCSS)

M.B.A.

BUS 2C 15—MANAGEMENT INFORMATION SYSTEM

(2016 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer the following questions. Each carries 1 weightage :

1. What is WWW ?
2. Define a Digital Marketing.
3. What is Data Warehouse ?
4. Explain feedback loop.
5. Define Open and Closed System.
6. What is Information System Audit ?

(6 × 1 = 6 weightage)

Part B

Answer any *four* of the following questions. Each carries 3 weightage :

7. Explain why 'Feedback' and 'Control' are considered as the key system concept.
8. Why are internet and WI-FI Networks are difficult to secure ?
9. What are the advantages of Net working ?
10. Distinguish between Intranet and Extranet.
11. Define System. Discuss any three system characteristics.
12. Explain *four* Major applications of ERP.

(4 × 3 = 12 weightage)

Part C

Answer any three of the following questions. Each carries 4 weightage :

13. Write a short note :

(a) OAS.

(b) BSS.

Turn over

14. What is Network Topology ? Explain the various Topologies.
15. Describe the phases of system development life cycle (SDLC).
16. State the ethical and social issues of information technology.
17. Distinguish between Strategic Information and Tactical Information.

(3 × 4 = 12 weightage)

Part D

Answer the following question (Compulsory) :

18. Explain the use of information for competitive advantage.

(1 × 6 = 6 weightage)