

University of Mumbai
Examination Second Half 2021 under cluster 06
(Lead College: Vidyavardhini's College of Engg Tech)
Examinations Commencing from 22nd November 2021 to 5th January 2022

Program: **Electronics Engineering**

Curriculum Scheme: Rev-2016

Examination: BE Semester: VII

Course Code: ILO7013 Course Name: Management Information System

Time: 2 hour 30 minutes

Max. Marks: 80

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Q1.	Choose the correct option for following questions. All the Questions are compulsory and carry equal marks
1.	Porter's model identifies ____ major forces that can endanger or enhance a company's position in a given industry.
Option A:	Four
Option B:	Seven
Option C:	Five
Option D:	Six
2.	The flow of information through MIS is _____
Option A:	Need dependent
Option B:	Organization dependent
Option C:	Information dependent
Option D:	Management dependent
3.	Not a characteristic of data warehouses and data marts.
Option A:	Organized by business dimension or subject
Option B:	Use online analytical processing
Option C:	Time invariant
Option D:	Nonvolatile
4.	A _____ is a private network that uses a public network (usually the Internet) to connect users.
Option A:	Home network
Option B:	Wifi network
Option C:	Internet
Option D:	Virtual private network
5.	Which of the following is not considered to be one of the three phases of e-commerce?
Option A:	Innovation
Option B:	Consolidation
Option C:	Preservation
Option D:	Reinvention
6.	Networks are monitored by security personnel and supervised by _____ who

	set(s) up accounts and passwords for authorized network users.
Option A:	IT managers
Option B:	The government
Option C:	Password administrators
Option D:	Network administrators
7.	TPS stands for_____
Option A:	Transaction Processing System
Option B:	Transaction Process System
Option C:	Transaction Product System
Option D:	Transaction Profit System
8.	_____System can be any organized combination of people, hardware, software, communications networks and data resources that collects, transforms and disseminates information in an organization.
Option A:	Information
Option B:	Integrated
Option C:	Horizontal
Option D:	Vertical
9.	Which of the following features usually applies to data in a data warehouse?
Option A:	Data are often deleted
Option B:	Most application consist of transaction
Option C:	Data are rarely deleted
Option D:	Relatively few records are processed by applications
10.	A segment of computer code that is embedded within an organization's existing computer programs and is designed to activate and perform a destructive action at a certain time or date.
Option A:	Trojan horse
Option B:	Back door
Option C:	Logic bomb
Option D:	Denial-of-service attack

Q2	Solve any Two Questions out of Three (10 marks each)
A	List the types of information system? Explain in brief.
B	Explain the architecture of Data mart and Data warehouse in an organization.
C	What are the major security threats to the Information system? Discuss the measures taken to control information security.

Q3	Solve any Two Questions out of Three (10 marks each)
A	Define CRM. Describe different types of CRM.
B	Discuss the Impact of BI on Decision making.
C	Discuss the significance of Social Computing in marketing in detail.

Q4	Solve any Two Questions out of Three (10 marks each)
A	Explain System Development Life Cycle in detail (SDLC)
B	Explain TPS system.
C	Explain Data warehousing and Data mining.