

University of Mumbai

Examination 2020

Program: **Electronics Engineering**

Curriculum Scheme: **Rev 2016** Examination: **BE Semester VII**

Course Code: **ILO7013** and Course Name: **Management Information System**

Time: 2 hour

Max. Marks: 80

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.	_____ is a low-cost, scaled-down version of a data warehouse that is designed for the end-user needs in a strategic business unit or an individual department.
Option A:	Data Warehouse
Option B:	Data Mart
Option C:	Database
Option D:	Data Store
3.	_____ is a process in which a company identifies the software that it will allow to run on its computers.
Option A:	Redlisting
Option B:	Whitelisting
Option C:	Blacklisting
Option D:	Stock-listing
4.	The dimension of e-commerce that enables commerce across national boundaries is called _____.
Option A:	Interactivity
Option B:	Global reach
Option C:	Richness
Option D:	Ubiquity
5.	Several computers linked to a server to share programs and storage space.
Option A:	Library
Option B:	Network
Option C:	Grouping
Option D:	Integrated system
6.	The first step in the systems development life cycle (SDLC) is _____.
Option A:	Analysis

Option B:	Design
Option C:	Problem Opportunity Identification
Option D:	Development and Documentation
7.	The flow of information through MIS is _____
Option A:	Need dependent
Option B:	Organization dependent
Option C:	Information dependent
Option D:	Management dependent
8.	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
9.	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
10.	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
11.	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
12.	TPS stands for _____
Option A:	Transaction Processing System
Option B:	Transaction Process System
Option C:	Transaction Product System
Option D:	Transaction Profit System
13.	_____ 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
14.	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
15.	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
16.	_____ occurs when an attacker either threatens to steal or actually steals information from a company.
Option A:	Information extortion
Option B:	User extortion
Option C:	Software extortion
Option D:	Hardware extortion
17.	_____ social network is considered the most popular for business to business marketing?
Option A:	Facebook
Option B:	Orkut
Option C:	Ryze
Option D:	LinkedIn
18.	A device that connects to a network without the use of cables is said to be _____
Option A:	Distributed
Option B:	Centralized
Option C:	Wireless
Option D:	Open source
19.	Sale or purchase using wireless device on internet is called _____
Option A:	M-Banking
Option B:	WWW
Option C:	Internet
Option D:	M-Commerce
20.	A descriptive and diagrammatic representation of software life cycle is called _____
Option A:	Software descriptive model
Option B:	Software life cycle model
Option C:	Software plan
Option D:	Software phases

Q2. (20 Marks Each)	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. (20 Marks Each)	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.