University of Mumbai

Program: **Information Technology**
Curriculum Scheme: Rev2016 CBCGS
Examination: BE Semester VII
Course Code: **ILO7013** and Course Name: **Management Information System**

Time: 2 hour   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.	Social networks are organized primarily around _____
Option A:	brands
Option B:	People
Option C:	Discussions
Option D:	interests
2.	Which social network is considered the most popular for social media marketing?
Option A:	Twitter
Option B:	Face book
Option C:	Linkdin
Option D:	WhatsApp
3.	What is the name for Facebook`s ranking algorithm
Option A:	Like Rank
Option B:	Face rank
Option C:	Page rank
Option D:	Edge rank
4.	What is meant by "micro-blogging"?
Option A:	Blogs which are posted by companies, not individuals
Option B:	Blogs with limited individual posts, limited by character count typically
Option C:	Blogging from mobile devices
Option D:	All of the above
5.	What is "social media optimization"?
Option A:	Creating content which easily creates publicity via social networks
Option B:	Writing clear content
Option C:	Creating short content which is easily indexed
Option D:	Hiring people to create content for social networks
6.	What would the marketing budget section of a marketing plan detail?
Option A:	The cost to write the plan
Option B:	The marketing personnel job descriptions
Option C:	The expected costs for each ad campaign based on the delivery method

Option D:	Writing clear content
7.	What is another term for "social media"?
Option A:	Advertising Socialization
Option B:	Consumer Generated Media
Option C:	Media Optimization
Option D:	Consumer Media Advertising
8.	What is meant by "Marketing Creative"?
Option A:	The employees in the marketing department
Option B:	The methods used to distribute marketing material
Option C:	The branding image of the company
Option D:	The content for marketing and its creative aspect
9.	What web2.0 tool is best for collaboration?
Option A:	Blogs
Option B:	Podcast
Option C:	Wiki
Option D:	Glogs
10.	A blog can be used?
Option A:	Communicate your news to the world
Option B:	Just to send send e-mails to your friends
Option C:	To type my homework at home
Option D:	To burn my cd`s
11.	The flow of information through MIS is
Option A:	need dependent
Option B:	organization dependent
Option C:	information dependent
Option D:	management dependent
12.	External data is stored in the
Option A:	market forecast file
Option B:	forecast allocation file
Option C:	customer file
Option D:	Data base file
13.	_____ Details are given by Management to Marketing Service System.
Option A:	Customer
Option B:	Employee
Option C:	Supplier
Option D:	Third party
14.	The set of instructions and rules to design and use information system are called
Option A:	Software

Option B:	hardware
Option C:	Data
Option D:	procedure
15.	The constructed data to store and retrieve the information in place called __
Option A:	data bank
Option B:	Memory
Option C:	Removable disk.
Option D:	chip
16.	EDP means
Option A:	Electronic data process.
Option B:	Electronic data processing.
Option C:	Electronic data projection.
Option D:	electronic data predict
17.	The starting point of MIS planning is general _____ planning
Option A:	Objective
Option B:	Manager
Option C:	Business
Option D:	firms
18.	Which of the following is not the element of interface design?
Option A:	User interface
Option B:	External interfaces
Option C:	Internal interfaces
Option D:	Modular interface
19.	Which of the following is NOT a characteristic of Big Data
Option A:	Volume
Option B:	Variety
Option C:	Velocity
Option D:	Integrity
20.	Data about data is called as _____
Option A:	Metadata
Option B:	Super data
Option C:	Raw data
Option D:	Subset of data

Q2	Solve any Two Questions out of Three 10 marks each
A	Design MIS for Education System
B	What are the functional areas of Information system? Explain in detail.
C	Discuss the Impact of Business Intelligent on decision making

Q3.	Solve any Two Questions out of Three 10 marks each
A	Define CRM.Discuss different types of CRM
B	Explain the Architecture of Data mart and data warehouse in an Organization
C	Describe how social computing inspires customer service