



JBG-19MBA104 Seat No. _____

M. B. A. (Sem. I) (CBCS) Examination

December - 2019

Management Information System

Time : 3 Hours]

[Total Marks : 70

Instruction : All Questions Carry Equal Marks

1 Discuss E-commerce business and revenue models.

OR

1 Explain in detail Customer Relationship Management System.

2 (A) What is cloud computing? Explain types of cloud computing services.

(B) What are the drawbacks of traditional file environment?

OR

2 (A) Write about different types of malicious software.

(B) Explain any two knowledge management systems.

3 What are the stages in System development Life Cycle? Explain.

OR

3 Discuss how firms can use Information systems to achieve competitive advantage?

4 (A) Explain in brief Data Mining, Text mining and Web mining.

(B) What is Management Information System? What are the components of MIS?

OR

- 4 (A) What is knowledge? What are important dimensions of knowledge?
- (B) What is computer networking? Explain different types of networks.
- 5 Write short note on : (Any Two)
- (1) Encryption.
 - (2) Information system controls.
 - (3) Transaction processing systems.
 - (4) Privacy issues on Internet.
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