



BS-19MBA104

Seat No. _____

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

March - 2021

Management Information System

Time : $2\frac{1}{2}$ Hours]

[Total Marks : **70**

Instructions : (1) All questions carry equal marks
(2) Answer any five out of ten questions.

- 1 Discuss different types of cloud computing services.
- 2 Discuss various E-commerce revenue models with benefits of E-commerce to organisation, society and customer.
- 3 What are the various ethical issues in Information systems? Explain in detail.
- 4 Discuss the positive and negative impacts of automation on businesses and economy.
- 5 What is database management system ? Explain different drawbacks of traditional file processing system.
- 6 Briefly explain Customer Relationship Management System.
- 7 What do you mean by knowledge management value chain? Explain important dimensions of knowledge.
- 8 Write a note on : Data mining.
- 9 Discuss how firms can use Information systems to achieve competitive advantage ?
- 10 Write a note on: System Development Life Cycle.