Hall Ticket Number:

Code No. : 31015 O

VASAVI COLLEGE OF ENGINEERING *(Autonomous)*, HYDERABAD
M.C.A. (CBCS) I-Semester Backlog Examinations, January-2018
Management Information Systems

Time: **3 hours**   Max. Marks: **70**

Note: Answer ALL questions in Part-A and any FIVE from Part-B

Part-A (10 × 2 = 20 Marks)

1. Identify the characteristics of an operational information system
2. List internet applications that provide effective business tools.
3. What are the transaction processing information systems?
4. Define succession planning system.
5. Justify why senior managers must be involved in information systems planning.
6. State the advantages and disadvantages of software packages.
7. List and explain types of decisions.
8. State the purpose of Executive Support Systems.
9. Define Cyber Crime with examples.
10. Differentiate the terms Risks, Threats and Vulnerabilities.

Part-B (5 × 10 = 50 Marks)

11. a) How can information technology capabilities be used to leverage the redesign of business processes? Give some examples.   [5]

    b) Explain the five competitive forces that information technology can address at the firm level.   [5]

12. a) What is an automated material handling information system? Identify the kinds of equipment used in this system.   [5]

    b) Compare and contrast the orientation of operational, tactical and strategic planning information systems.   [5]

13. a) Explain the objectives of the business systems planning methodology.   [5]

    b) Highlight the advantages of the prototyping approach in system design.   [5]

14. a) Discuss the role of knowledge management and knowledge management programs in business.   [5]

    b) Emphasize the working of GDSS and how it adds to a business.   [5]

15. a) Identify and describe the methods used for selecting and evaluating information systems projects and aligning them with the firm's business goals.   [5]

    b) Why do contemporary information systems technology and the Internet pose challenges to the protection of individual privacy and intellectual property?   [5]

16. a) Analyze why reengineering is critical to the process of transformation.   [4]

    b) Define micromarketing. What advantages does it provide than marketing?   [6]

17. Answer any *two* of the following:
    a) List and explain the advantages and disadvantages of in-house software development.   [5]
    b) What is the role of information systems in helping people working in a group to make decisions more efficiently?   [5]
    c) Describe the role of E-Commerce in this digital era.   [5]

ಚಿಚಿಚಿಚಿಚಿಖಿಖಿ