

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER 01– • EXAMINATION – SUMMER-2017**

**Subject Code:2820002**

**Date: 05/06/2017**

**Subject Name: Management Information System**

**Time: 10.30 AM TO 01.30 PM**

**Total Marks: 70**

**Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

| Q. No.  | Question Text and Option                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 6  |
|---------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| Q.1 (a) | A service provided by the internet that uses universally accepted standards for storing, retrieving, formatting and displaying information in a page format on internet is called ?<br>1. A. WWW B. LAN<br>C. MAN D. PAN<br>A computerized system that performs and records the daily routine transactions necessary to conduct business is known as ?<br>2. A. DSS B. ESS<br>C. GDSS D. TPS<br>32-bit number represented by four strings of numbers ranging from 0-255 separated by periods is called ?<br>3. A. Internet Service provider(ISP) B. Domain Name System(DNS)<br>C. Internet Protocol Address(IP) D. TCP/IP<br>_____ system supports activities such as identifying potential employee, maintaining complete record on existing, employees<br>4. A. Marketing information B. Finance management<br>C. Human resource information D. Top Management<br>_____ are the type of malicious software which are small programs install themselves surreptitiously on computers to monitor user Web surfing activity and serve up advertising.<br>5. A. Worms B. Virus<br>C. Trojan Horses D. Spyware<br>Special category of DSS that use data visualization technology to analyze and display data for planning and decision making in the form of Digitized Map is called ?<br>6. A. GDSS B. CDSS<br>C. GIS D. MIS |    |
| Q.1 (b) | a)Digital Firm b)Customer Relationship Management System<br>c)Extranet d)Biometric Authentication                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 04 |
| Q.1 (c) | Explain the difference between DSS and MIS.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 04 |
| Q.2 (a) | Explain the different forms of decisions? Also explain the different decisions used at various level of the management.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 07 |
| Q.2 (b) | Explain the information system strategies for dealing with competitive forces with example                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 07 |

**OR**

- (b) Define Internet, Intranet and Extranet? Explain how internet adds value to business with example. **07**

- Q.3** (a) Explain Network Topology and discuss types of network topologies in detail. **07**  
(b) Define Management information system. Also Explain the various impact of information system on the organization? **07**

**OR**

- Q.3** (a) Explain the different support system used by the organization based on the different level of hierarchy. **07**  
(b) Explain the different challenges related to security, ethical and societal aspects of Information system? **07**

- Q.4** (a) Define Network? Explain the different types of Networks? **07**  
(b) Explain impact of Various Computer Crime in any of the industry. **07**

**OR**

- Q.4** (a) What is Computer Security? Explain through which tools and method the system can be secured? **07**  
(b) Why ERP is becoming opportunity for an organization to achieve excellence among the industry. **07**

### **Q. 5 Case Study**

**14**

#### **The Internet: Friend or Foe to Children**

The internet has so much to offer people of all ages, including children. School- aged children typically use the internet for school assignments, for downloading music, playing games, and for connecting with others. A child might use e-mail or instant messaging to stay in touch with friends who have moved away or family members in distant locations. Shy children may find an online community and set or “friends” with whom to share feelings that they are unable to express in person. Children living in rural areas can stay in touch with others who are isolated geographically.

But there’s a dark side to all that internet use. It can also socially isolate children and expose them to unhealthy activities and experience.

According to child and adolescent psychiatrist Dr, David Bassler, certain children become too isolated as a result of heavy internet use. A shy or overweight child can become a football star in an online game or a persona in Myspace. Bassleer believes that a degree of this is healthy but if it starts to become the primary focus, it can become a problem. Staying online for long periods of time may make a shy or depressed child even more shy or depressed.

When children spend too much time online, they don’t do their homework or can’t focus on their work in school because their online activities have drained their energy. They miss out on sports and other activities and they don’t spend enough time with their real world peers and family members.

E-mail and instant messaging can help youngsters stay in touch with friends and family but they have also become instruments for “cyberbullying”. Kids will use these tools to send insulting remarks to each other or to distribute personal details meant for few close friends to a wide circle of strangers.

Ten million young people use the internet each day and one in five have been solicited or approached by a child predator, according to the FBI. Federal arrests for online exploitation of children doubled from 863 to 1649 within 2 to 3 years.

Online predators monitor screen names and scrutinize personal information on social networking sites such as Myspace, freidnster and Facebook to find youngster with self-esteem problems. They will as youngster question such as “do you like this band? Can I help you with your homework?” Then they will try to arrange a physical meeting with these juveniles.

Dr. Robert Kraut, a professor at Carnegie-Mellon university who has studied online behavior for more than a decade, found that the more people use the internet, the less they socialize and the less they communicate with the family members. High internet usage among teenagers is associated with a decline in social support. Many hours spent online in casual conversation with other strangers don’t translate into meaningful relationships.

Obesity, now an epidemic in the united states, is especially prevalent among youngsters who sit at their computers for hours at time munching on snack food. And there are plenty of websites encouraging them to do just that.

Food companies aggressively use internet games and other perks such as screen-saver downloads entice children into buying their bands. Their web sites offer children’s games linked to snacks.

A Kaiser family foundation study found that between june and November 2005 more than 12.2 million children had visited 77 food company web sites it examined.

According to the study’s lead researcher Vicky Rideout, internet advertising “still doesn’t have the reach TV advertising has. But who it does reach , it reaches more deeply.” This study is the first to investigate the scope of internet advertising aimed at children.

- a) Does use of the internet by children and teenagers pose and ethical dilemma? Why or why not?
- b) Should parents restrict use of the internet by children or teenagers ? why or why not?

**OR**

### **Q. 5 Case Study**

14

**Unilever Secures It Mobile Devices**

Unilever is a \$54 billion global manufacturing and supplier of fast-moving consumer goods, including brands such as Q-tips, Lipton tea, and dove personal care products. It operates in 57 countries, with regional team for Europe, the Americas and Asia/Africa (including Australia) Unilever also has team for its Foods and Home and Personal Care products. This global giant is known for its ability to leverage products and Brands throughout the world by tailoring them to local conditions and for its commitment to top-quality management. Unilever recruit its managers from all over the world and carefully trains them to serve as a unifying force for its operations.

In March 2004, Unilever’s senior management ordered the company’s thousand top executives to be equipped with mobile handled devices to increase their productivity. The devices had to provide both voice and data transmission, operate on different wireless networks, be able to view e-mail attachments, such as Word files, and run on battery power for more than four hours. The company selected black Berry 7100, 7290, and 8700 handhelds from Research in Motion because they were the leader in their category and they worked with heterogeneous e-mail servers and multiples wireless network standards, including CDMA and Wi-Fi.

Selecting the handheld was the easy part. The hard part was making sure Unilever’s handhelds were secure. Wirelless handheld are easy to lose or steal because they’re so portable, and they are penetrable by hackers and other outsiders. PDAs and smart phones, especially those used by senior executive, often store sensitive corporate data such as sales figures, social security numbers, customer names, phone numbers and e-mail addresses. Unauthorized users may be able to access internal corporate network through these devices. Downloading unauthorized data or messages may introduce disabling malware.

Tony Farah, Unilever's director of global solutions, and his team were charged with developing the security for this mobile device to make sure Unilever did not suffer any data theft or financial losses. The team decided that a mobile handheld required the same level of security as Unilever's laptop. Under Unilever's corporate security policy, every employee equipped with a laptop or handheld must use a company-specified device. Users who log onto the corporate network must be able to identify themselves using a password or some other method of authentication.

Blackberry device use a proprietary operating system that allows an information technology manager to establish automated restrictions such as not allowing users to open e-mail attachment from their desktops. This reduces the chances of virus infecting the company network. The security settings also prevent the use of alternatives e-mail or Web browser services. All e-mail and browser traffic are routed through Black Berry Enterprise servers, which use strong data encryption technology.

Application running on the BlackBerry operating system can't open both internal and external connection to the internet, which would allow a malicious application to gather data from inside the company firewall and transmit the data outside the firewall without any auditing. Unilever's firewall monitors all traffic and tracks user attempts to forward their e-mail to non-corporate accounts. If the firewall detects an employee's who is doing this, the company orders the employee to stop. E-mail that passes from a person's home network to Unilever's corporate network is not secure.

Unilever configured the BlackBerry so that users can't install any third-party application. The handheld devices must be cradled every 30 days to create a new security key. The handhelds were set to time out after being idle for 15 minute. After that amount of time has elapsed, a user must re-enter his or her password to regain access to e-mail or the telephone. Another security feature triggers a lockout and complete wipe of the device after ten unsuccessful attempts to log in or submit a password.

Although an overwhelming majority of Unilever executive believed that the BlackBerry security procedures were reasonable, not everyone was pleased. Some executive balked at having to enter a password when using the BlackBerry as a phone. Although management originally stipulated that the BlackBerry were to be used both as phones and for data transmission, Unilever allows recalcitrant executives to use their BlackBerry for data and cell phone or smart phone for voice transmission.

Unilever's wireless handheld security program cost \$70,000 annually to support over 450 executives. An additional 550 executives were added in 2006. Although there have been a few lost or stolen handhelds, Unilever has not experienced any security breaches.

- a) How are Unilever Executives' wireless handhelds related to the company's business performance?
- b) Discuss the potential impact of a security breach of Unilever.