

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA – SEMESTER 02– • EXAMINATION – WINTER 2015

Subject Code: 2820002

Date: 21/12/2015

Subject Name: MANAGEMENT INFORMATION SYSTEM (MIS)

Time: 02.30 PM TO 05.30 PM

Total Marks: 70

Instructions:

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

Q.1 (a) Multiple choice questions. Each is carrying one mark. **6**

1. Which is the fastest medium of the communication for long distance?
A. Coaxial Cable B. Twisted Pair
C. Infrared D. Fiber Optic
2. 'Language of Secret Writings' is...
A. Encryption B. Decryption
C. Cryptography D. Algorithm
3. Which is the TPS (Transaction Processing System)?
A. Point of Sale B. Automated Teller System (ATM)
 (POS)
C. E-Attendance D. All the above.
 System
4. 'MODEM' stands for...
A. Modulator- B. Modulation-Demodulation
 Demodulator
C. Multiplexing- D. Moderator-Demoderator
 Demultiplexing
5. Which of the following is included in the Office Automation System?
A. AV Conferencing B. Voice Mail
C. E-Calendaring D. All the above
6. The accounting system is _____ whereas the demand forecasting
 system is _____.
A. Open-Close B. Deterministic, Probabilistic
C. Probabilistic- D. Close-Open
 Deterministic

Q.1 (b) Give the meaning of the following terms. Each is carrying one **04**
mark.

1. Peer-to-peer networking
2. Cloud Computing
3. Expert System
4. Bluetooth

Q.1 (c) How an information system helps to survive into the era of **04**
competition? Elicit in short with good examples.

Consumers are becoming increasingly aware of the internet as a channel to market. As established brand names move part or all of their offer online, customers are regularly turning to the web to make their purchasing decisions. They are not only reviewing product information and reviews but also are now ready to buy online as a mainstream way of shopping rather than as just a novelty experience. As a result the home delivery market is growing. Paradoxically, this success is causing logistical problems, which threaten the future success of online B2C trade. The problem is how to get the goods the *last mile*. As customer demand increases, the likelihood of their being at home to receive their purchases decreases.

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encourage consumers to increase the amount of goods they purchase via the Internet.

OR

Q.5

Situation Analysis for an E-Commerce Operation

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You are a newly incumbent e-commerce manager in an organization that has operated a B2B e-commerce presence for two years in all the major European countries. The organization sells office equipment and has been as establisher mail-order catalogue operation for 25 years. The UK, Germany, France and Italy each have their own localized content.

Discuss the e-commerce related questions you would like to research for the success of B2B model based on following headings:

- Internal Analysis
- External Analysis (micro-economic factors)
- External Analysis (macro-economic factors)
