

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (AM) – SEMESTER – 6 • EXAMINATION – WINTER - 2018

Subject Code: 4160504

Date: 01/12/2018

Subject Name: INFORMATION SYSTEMS

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)** What do you mean by CIO? Describe the role and responsibilities of CIO (Chief Information Officer) in an organization. **07**
- (b)** What is an Information System? Explain the various components of Information System. **07**
- Q.2 (a)** What is DSS? “DSS is helpful for managers to take effective decisions” – Justify. **07**
- (b)** Define Knowledge Management. What are the advantages of Knowledge Management in any organization? **07**
- OR**
- (b)** Briefly Explain E- Banking and Give its importance in today’s digital era. **07**
- Q.3 (a)** What is Transaction Processing System? Explain with example of TPS. **07**
- (b)** Write a short note on Social Media. **07**
- OR**
- Q.3 (a)** Briefly Explain the scope and advantages of Office Automation Systems. **07**
- (b)** Discuss various types of E-commerce business models. **07**
- Q.4 (a)** What do you mean by ERP? Explain the implementation process of ERP. **07**
- (b)** Write a short note on Computer Networks. **07**
- OR**
- Q.4 (a)** Give your opinion on “Increased use of Information Technology has lead to more concern for ethical business practices” Discuss with help of advantages and disadvantages of internet. **07**
- (b)** Discuss the characteristics and future scope of Information systems. **07**
- Q.5 (a)** Compare and contrast E-Commerce Vs. M-Commerce. **07**
- (b)** What are the major concerns about computer crime and privacy on the Internet? Give your opinion on it. **07**
- OR**
- Q.5 (a)** Explain Various types of Computer Crimes involved in today’s technology oriented world. **07**
- (b)** Explain the relationship between Data and Information. Explain the classification of Information based on Application and Characteristics. **07**
