C.U.SHAH UNIVERSITY
Summer Examination-2016

Subject Name: Management Information System

Subject Code: 4MS06MIS1   **Branch: BBA/MAM**

Semester: 6   **Date: 06/05/2016**   **Time: 02:30 To 05:30**   **Marks: 70**

Instructions:
(1) Use of Programmable calculator & any other electronic instrument is prohibited.
(2) Instructions written on main answer book are strictly to be obeyed.
(3) Draw neat diagrams and figures (if necessary) at right places.
(4) Assume suitable data if needed.

Q-1   **Attempt the following questions:**   **(14)**

a) The people who process the organization's paperwork are known as   **01**
   a. Data Workers
   b. Production Workers
   c. Service Workers
   d. Knowledge Workers

b) Systems that convert paper documents and images into digital form so that they   **01**
   can be stored and accessed by the computer is known as
   a. Desktop publishing
   b. Document imaging systems
   c. Word processing
   d. Information systems

c) A machine that digitizes and transmits documents with both text and graphics   **01**
   over telephone lines is known as
   a. Voice Mail
   b. E-Mail
   c. Facsimile
   d. SMS

d) Which of the following is a type of Artificial Intelligence System?   **01**
   a. Protocol
   b. Router
   c. Auto cad
   d. Genetic Algorithm

e) Which of the following is a type of health issue caused by computers?   **01**
   a. Techno stress
   b. Tennis elbow
   c. Hamstring
   d. Achilles tendon

f) Which of the following is not a type of computer crime? **01**
- a. Spamming
- b. Sniffing
- c. Hacking
- d. Antivirus

g) Which of the following is an example of application software? **01**
- a. Microsoft Windows
- b. Macintosh
- c. VLC player
- d. Linux

h) Large fluctuations in inventory along the supply chain resulting from small unanticipated fluctuations in demand is known as **01**
- a. Bull-whip effect
- b. Reverse logistics
- c. Supply Chain
- d. Error

i) The process of finding out the required data from the pool of the database is known as **01**
- a. Data warehouse
- b. Data mining
- c. Data cooling
- d. Data sorting

j) Information systems that support semi structured and unstructured decision making is known as **01**
- a. TPS
- b. OAS
- c. DSS
- d. KWS

k) The facility of connecting the computers within the organization along with some authorized outsiders is known as **01**
- a. Internet
- b. Intranet
- c. Extranet
- d. Hypernet

l) Which of the following is not a type of computer hardware? **01**
- a. Mouse
- b. Printer
- c. Application Driver
- d. Scanner

m) A cable which can transfer the data at the speed of the light is known as **01**
- a. Twisted wire
- b. Co-axial cable
- c. Optic fiber cable
- d. Light cable

n) A network for a specific metropolitan area is known as **01**
- a. LAN

b. WAN
c. MAN
d. CAN

Attempt any four questions from Q-2 to Q-8

Q-2		**Attempt all questions**	**(14)**
	a	Distinguish between Video Conferencing V/S Audio Conferencing	**07**
	b	What is Customer Relationship Management? Why it is important to business? Discuss	**07**
Q-3		**Attempt all questions**	**(14)**
	a	Explain the communication channels using wireless transmission.	**07**
	b	Describe briefly various computer crimes.	**07**
Q-4		**Attempt all questions**	**(14)**
	a	Name and Describe the telecommunication applications that can support electronic commerce and electronic business.	**07**
	b	What do you mean by computer software? Explain different types of softwares.	**07**
Q-5		**Attempt all questions**	**(14)**
	a	Identify & describe the four levels of the organizational hierarchy and the information systems serving them.	**07**
	b	Distinguish between primary storage and secondary storage.	**07**
Q-6		**Attempt all questions**	**(14)**
	a	List & Describe four major reasons why Information Systems are so important for business today.	**07**
	b	"With so many readymade and customized software available, the need for a manager is to learn to use them effectively, rather than learn to program them." Evaluate the statement	**07**
Q-7		**Attempt all questions**	**(14)**
	a	What is the difference between Artificial Intelligence and Human Intelligence?	**07**
	b	What is network topology? Explain with diagrams different types of network topologies.	**07**
Q-8		**Attempt all questions**	**(14)**
	a	What is LAN? What are the components of a typical LAN?	**07**
	b	How can companies use internet technology for Supply Chain Management?	**07**