

Enrollment No: \_\_\_\_\_

Exam Seat No: \_\_\_\_\_

# C.U.SHAH UNIVERSITY

## Summer Examination-2017

**Subject Name :** Management Information System

**Subject Code :** 5MS02MIS1

**Branch:** MBA

**Semester :** 2

**Date :** 18/05/2017

**Time :** 02:00 To 5:00

**Marks :** 70

### Instructions:

- (1) Use of Programmable calculator and 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.
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### SECTION – I

- Q-1 Do as Directed (07)**
- a. What do you mean by Router? **01**
  - b. Explain the concept : Outsourcing **02**
  - c. Write Full Form of MODEM **01**
  - d. What do you mean by Cyber Crime **02**
  - e. Write Full form of CRM **01**
- Q-2 Attempt all questions (14)**
- (a) Distinguish between MIS and DSS **07**
  - (b) Define Data Mining and discuss the role played by it in Managerial Decision Making. **07**
- OR**
- Q-2 Attempt all questions (14)**
- (a) What is Customer Relationship Management? Why it is important to business? Discuss **07**
  - (b) What is network topology? Explain with diagrams different types of network topologies. **07**
- Q-3 Attempt all questions (14)**
- (a) Explain any three types of Database. Also list the components of Database Management System. **07**
  - (b) What is a strategic Information Systems? What is the difference between Strategic information systems and a Strategic level System? **07**
- OR**
- Q-3 Attempt all questions**
- (a) Distinguish between LAN and WAN **05**



- (b) What is multimedia? List Technologies involved in it **05**  
 (c) Write a Short Note on : Information System **04**

**SECTION – II**

- Q-4 Explain the following concepts (07)**  
 a. Open Source Software **01**  
 b. Virus **01**  
 c. Fuzzy logic **02**  
 d. Hacking **01**  
 e. Spoofing **01**  
 f. Sniffing **01**

- Q-5 Attempt all questions (14)**  
 (a) Short Note on : Bio-Metric Security. **05**  
 (b) Distinguish between Intranet and Extranet **05**  
 (c) Describe the roles of firewalls **04**

**OR**

- Q-5 Attempt all questions**  
 (a) Distinguish between Information System Literacy and Computer Literacy. **07**  
 (b) What is Artificial Intelligence? What are its five elements? **07**

- Q-6 Attempt all questions (14)**  
 (a) Discuss the various components of DSS. **07**  
 (b) Describe challenges posed by Information Technology to Intellectual property rights. **07**

**OR**

- Q-6 Attempt all Questions**  
 (a) Describe the three elements of GDSS. **07**  
 (b) Write a note on Various Intelligent Techniques. **07**

