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10ME756

Seventh Semester B.E. Degree Examination, Dec.2015/Jan.2016

Management Information System

Time: 3 hrs.

Max. Marks:100

Note: Answer FIVE full questions, selecting at least TWO questions from each part.

PART – A

- 1 a. Explain four stages of information processing with an example. (10 Marks)
b. Elucidate any two information systems of on a business enterprise. (10 Marks)
- 2 a. Present and discuss Porter's five forces model. (10 Marks)
b. Describe the success story of 'JetBlue' – a US airline company. (10 Marks)
- 3 a. 'A computer is a system of hardware components'. Comment. (10 Marks)
b. What benefits can be realized through web services by organizations such as www.Amazon.com; www.flipkart.com. (10 Marks)
- 4 a. Discuss the advantages of telecommunications in business. (10 Marks)
b. What are the modern types of networks available for business? Discuss. (10 Marks)

PART – B

- 5 a. What makes entrepreneurs to opt for web based businesses? Discuss. (10 Marks)
b. Discuss the ethical issues in web enabled commerce. (10 Marks)
- 6 a. What are characteristics and capabilities of decision support system? Explain. (10 Marks)
b. Define business intelligence. Explain its components. (10 Marks)
- 7 a. Enumerate the steps involved in planning information systems. (10 Marks)
b. When the use of agile methods is appropriate? Discuss. (10 Marks)
- 8 a. Discuss the risks of outsourcing IT service. (10 Marks)
b. 'Software as a service'. Comment. (10 Marks)

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Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.