MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL

Paper Code : MB205 Management Information System

UPID : 002033

Time Allotted : 3 Hours   *Full Marks :70*

The Figures in the margin indicate full marks.
Candidate are required to give their answers in their own words as far as practicable

Group-A (Very Short Answer Type Question)

1. Answer any ten of the following :   [1 x 10 = 10]

    (I)   What are the software control measures to effect computer security

    (II)   Mention two package software names that are used to achieve transaction efficiency through automated business processes

    (III) What are the large classes of computer security threats ?

    (IV)   Mention 2 key features of Sales Force Automation.

    (V)   Three activities in an information system produce the information. Describe them.

    (VI)   Mention 5 typical sub-areas from Finance & Accounting.

    (VII) What is conditional formatting in EXCEL?

    (VIII) Describe data organization hierarchy from lowest to highest in a computer.

    (IX)   What is a key field in a record?

    (X)   In relational DBMS, mention the two most important and frequently used operations to manipulate data.

    (XI)   What are the key functions of Contact Centres?

    (XII) Accessing Internet through a Proxy Server is Hardware Sharing or Internet Access Sharing?

Group-B (Short Answer Type Question)

Answer any three of the following :   [5 x 3 = 15]

2. Describe E-Commerce from the perspective of being Buy-side and Sell-Side. Also highlight the various   [5]
    stages involved both in Buy-Side and in Sell-Side E-Commerce.

3. Describe the key design components in ERP architecture.   [5]

4. What is a Spyware? Give example of two such spywares with their features.   [5]

5. Explain through diagram a mesh topology connecting 5 stations.   [5]

6. Explain the key file organization terms and concepts.   [5]

Group-C (Long Answer Type Question)

Answer any three of the following :   [15 x 3 = 45]

7. (a) Describe how a company's supply chain over e-business encompasses Intranet, Extranet and   [8]
        Internet .

    (b) Explain supply chain through schematic diagrams.   [7]

8. (a) Define the terms : Data, Information, Knowledge   [5]

    (b) What are the Characteristics of Information? What are the different types of   [8]
        information ?

    (c) What do you mean by "Computer Network   [2]

9. (a) Briefly explain your understanding of cross-functional business processes taking customer order   [8]
        fulfillment as an example.

    (b) Highlight the different functional modules of any ERP that would be involved in executing the order   [7]
        fulfillment process

10. (a) Why ERP security is important?   [7]

    (b) How authorization tables are used to implement desired level of ERP security?   [8]

11. (a) Describe operational CRM? Give examples.   [8]

    (b) Describe its various modules.   [7]

*** END OF PAPER ***