

# University of Mumbai

Program: **Computer Engineering**

Curriculum Scheme:2016

Examination: BE Semester VII

**Course Code:ILO 7013 and Course Name: Management Information System**

Time: 2 hour 30 minutes

Max. Marks: 80

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<b>Q1.</b>	<b>Choose the correct option for following questions. All the Questions are compulsory and carry equal marks</b>
1.	A data warehouse stores _____ that has been extracted from operational systems and external data sources.
Option A:	Clean Data
Option B:	Processed Data
Option C:	historical data
Option D:	SQL Data
2.	Any individual answering a poll through a survey site is an example of _____ transaction.
Option A:	Customer to Business (C2B)
Option B:	Business to Customer (B2C)
Option C:	Customer to Customer (C2C)
Option D:	Business to Business (B2B)
3.	_____ is the practice of marketing additional related products to customers based on previous purchases.
Option A:	Up-selling
Option B:	Cross-Selling
Option C:	Down-selling
Option D:	Seasonal-Selling
4.	Extended service set in a wireless network comprises of _____
Option A:	All access points
Option B:	All network points
Option C:	All connected access points
Option D:	Connected basic service sets
5.	A cyber attack in which an attacker sends a flood of data packets to the target computer, with the aim of overloading its resources is referred to as _____
Option A:	Spyware
Option B:	Phishing attack
Option C:	Cyberwarfare
Option D:	Denial of service
6.	An agent or a vendor who assembles the software needed by enterprises and then packages it with services such as development, operations, and maintenance is called _____
Option A:	Software-as-a-service (SaaS)
Option B:	Application-Service-Provider(ASP)

Option C:	Platform-as-a-service (PaaS)
Option D:	Infrastructure-as-a-service (IaaS)
7.	In an organization, the functional areas are:
Option A:	communications, production, and marketing
Option B:	finance, production, and communications
Option C:	production, marketing, and finance
Option D:	marketing, communications, and finance
8.	Which is not a computer based information system
Option A:	Customer relationship management
Option B:	Supply chain management
Option C:	Visionary management
Option D:	Operation management
9.	A type of encryption that uses two different keys, a public key and a private key.
Option A:	Asymmetric Encryption
Option B:	Symmetric Encryption
Option C:	Primary Key
Option D:	Foreign Key
10.	Customized products and services for customers and interaction to individual customers are part of _____.
Option A:	retailer's management
Option B:	customer relationship management
Option C:	company relationship management
Option D:	supplier management

<b>Q2</b>	<b>Solve any Four out of Six</b>	<b>5 marks each</b>
<b>A</b>	<b>What is an information system? Explain the necessary element with neat diagram</b>	
<b>B</b>	<b>Define Big Data and discuss its basic characteristics?</b>	
<b>C</b>	<b>Explain the Ethical issues and privacy of information security?</b>	
<b>D</b>	<b>Describe how social computing inspires customer service.</b>	
<b>E</b>	<b>What is pervasive computing?</b>	
<b>F</b>	<b>Differentiate between computer network wired and wireless technology.</b>	

<b>Q3</b>	
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	<b>Solve any Four Questions out of six</b>	<b>5 marks each</b>
<b>A</b>	<b>Define CRM. Describe the different types of CRM</b>	
<b>B</b>	<b>Discuss the Impact of BI on Decision Making.</b>	
<b>C</b>	<b>What are the applications and advantages of mobile commerce?</b>	
<b>D</b>	<b>What is E-Commerce? What are the different types of E-Commerce models?</b>	
<b>E</b>	<b>Explain in detail phases of system development life cycle .</b>	
<b>F</b>	<b>Explain data visualization techniques in BI.</b>	

<b>Q4.</b>	<b>Solve any Two Questions out of Three</b>	<b>10 marks each</b>
<b>A</b>	<b>Explain the architecture of Data mart and Data warehouse in an organization</b>	
<b>B</b>	<b>What are major security threats to the information system? Discuss the measures taken to control information security.</b>	
<b>C</b>	<b>Design MIS for the Educational System</b>	