

MBA

INDIAN MARITIME UNIVERSITY
(A Central University, Government of India)

May/June 2016 End Semester Examinations

Master of Business Administration (MBA)
INTERNATIONAL TRANSPORTATION AND LOGISTICS/
PORT AND SHIPPING MANAGEMENT
Second Semester (From 2015-2016 batch onwards)

Management Information System (PG21T2203/PG22T2203)

Date : 10.06.2016

Time: 3 Hrs

Maximum Marks: 60

Pass Marks : 30

SECTION A

Answer all the questions. (12 x 1 Mark = 12 Marks)

1. Which one of the following is not a business driver for an information system?
 - A. Business process redesign
 - B. Knowledge asset management
 - C. Proliferation of networks and the Internet
 - D. Security and privacy
2. EIS should offer the capability to _____ into the data.
 - A. Drill down
 - B. Drill up
 - C. Drill diagonal
 - D. All of the above
3. Which Siebel feature enables you to automatically apply a discount to a customer's order in the online shopping cart?
 - A. Siebel Workflow Policy Program
 - B. Action Sets
 - C. Siebel Assignment Manager
 - D. Rule Sets

4. Transferring data in small blocks is called_____
- A. Packet switching
 - B. Circuit switching
 - C. Data blocks
 - D. None of the above
5. An important feature of supply chain management is its application of electronic commerce technology that allows companies to share and operate systems for:
- A. Order processing, transportation scheduling and inventory management.
 - B. Cost-effective flowing of raw material
 - C. Future ordering process
 - D. Prospective new business ventures
6. E-Government is:
- A. Can be defined as the application of e-commerce technologies to government and public services.
 - B. The same as internet governance.
 - C. Can be defined as 'controlling the operation and use of the use'.
 - D. None of the above.
7. The public section is different from private sector because:
- A. It is paid for tax arrangements
 - B. It offers public services
 - C. It is controlled by a political framework and a set of criteria different to the private sector
 - D. Of the elections of its officials
8. Which Type of data is needed for decision making in Functional Area
- A. External and internal
 - B. Input and output
 - C. Information data
 - D. None
9. What has most contributed to offshore outsourcing?
- A. development and widespread usage of fax and cellular phones
 - B. a go getter attitude
 - C. increase in US education standards
 - D. all of the above

10. What are the following trends derived by implementing data viz.,
- A. Everyone will be able to design or develop visualizations.
 - B. Data viz., will become more important in business, health care, society, and government.
 - C. Data art will lead to better aesthetics in functional visualizations.
 - D. all the above
11. Statement of scope and objectives, opportunities and performance criteria
- A. Problem definition
 - B. System analysis
 - C. System Design
 - D. Documentation
12. The practice of forgoing a return address on an email so that the recipient is fooled into revealing private information
- A. Hacking
 - B. Dumpster diving
 - C. Cracking
 - D. Spoofing

SECTION B

(5 x 4=20 Marks)

Answer any FIVE questions not exceeding 200 words.

13. Explain IT architecture What are the uses and benefits of IT architecture?
14. Describe SWOT analysis. Explain Porters' five forces model, and give an example of each force.
15. Why do organizations need a business continuity plan? List three issues a business continuity plan should cover. Identify two factors that influence a company's ability to recover from a disaster.
16. What are some potential ways that business organizations can take advantage of Second Life's unique virtual world interface?
17. What do you mean by CIM and MES? Discuss the goals of CIM briefly.
18. Define data visualization and data discovery. what are two trends in data visualization.
19. Explain 3-tier Architecture.

SECTION C

(4 x 7 = 28Marks)

Question No. 20 is compulsory

Answer any THREE Questions of the remaining FIVE questions

Answer should not exceeding 500 words

20. Recipient of multiple international wine awards—including the International Wine Challenge On Trade Supplier of the Year for two years running—Liberty Wines is one of the United Kingdom’s foremost wine importers and distributors. Liberty Wines supplies to restaurants, supermarkets, and independent retailers from its headquarters in central London.

IT Problems and Business Needs

As the business expanded, the existing servers did not have the capacity to handle increased data volumes, and maintenance of the system put a strain on the IT team of two employees. Existing systems were slow and couldn’t provide the responsiveness employees expected.

Liberty Wines needed to speed up business processes to meet the needs of customers in the fast-paced world of fine dining. To provide the service their customers expect, employees at Liberty Wines need quick and easy access to customer, order, and stock information. In the past, the company relied on 10 physical servers for apps and services, such as order processing, reporting, and email.

Virtualized Solution

Liberty Wines deployed a virtualized server solution incorporating Windows Server 2008 R2. The 10 servers were replaced with three physical servers, running 10 virtual servers. An additional server is used as part of a backup system, further improving resilience and stability.

By reducing the number of physical servers from 10 to 4, power use and air conditioning costs were cut by 60 percent. Not only is the bottom line improved, but the carbon footprint is reduced, which is good for the environment.

The new IT infrastructure cut hardware replacement costs by £45,000 (US\$69,500) while enhancing stability with the backup system. Apps run faster, so employees can provide better customer service with improved productivity. When we need, virtual servers can be added quickly and easily to support business growth.

Questions

1. What business risks had Liberty Wines faced?
2. How does Liberty Wines’ IT infrastructure impact its competitive advantage?

3. How did server virtualization benefit Liberty Wines and the environment?
21. Describe cloud computing. List five major cloud vendors. Explain three issues that need to be addressed when moving to cloud computing or services.
22. Define fraud and insider occupational fraud. How can internal fraud be prevented? How can internal fraud be detected?
23. Briefly differentiate between the sell-side marketplace and e-sourcing.
24. Define Inventory Control. What are the three categories of inventory costs?
25. What is a business process? Give three examples. What are the stages in the business process lifecycle? Explain it with block diagram.
