

INDIAN MARITIME UNIVERSITY
(A CENTRAL UNIVERSITY, GOVERNMENT OF INDIA)
**M.B.A. (PORT AND SHIPPING MANAGEMENT/ INTERNATIONAL
TRANSPORTATION AND LOGISTICS MANAGEMENT)**
DEC '14/ JAN'15 END SEMESTER EXAMINATIONS
III SEMESTER
MANAGEMENT INFORMATION SYSTEMS (T 1305)

Time: 3 Hrs:
Date: 02.01.2015

MAX MARKS : 60
Pass Marks : 30

Section -A

(12 x 1=12 Marks)

Answer all the questions. All questions carry equal marks.

1. A multistep process to conceive design, and implement an information system
 - a. System Development life cycle
 - b. Post implementation review
 - c. Problem versus symptoms
 - d. System approach

2. Which one determines the data that are lost or retained when power fails?
 - a. RAM
 - b. Volatility
 - c. ROM
 - d. Worm disks.

3. Which device helps to communicate with a computer by touching its display?
 - a. Electronic mouse
 - b. Track ball
 - c. Touch screens
 - d. Touchpad

4. _____ are the databases of hyperlinked multimedia documents on the web.
 - a. Analytical database
 - b. Distributed database
 - c. Hypermedia
 - d. External database.

5. Data conferencing is also called as _____
 - a. White boarding
 - b. Videoconferencing
 - c. Desktop conferencing
 - d. Bulletin board System

6. Post implementation review is
 - a. Evaluating the success of a solution
 - b. Technical feasibility
 - c. Prototyping
 - d. Economic Feasibility

7. Which one of the following control & monitoring the performance of factory floor operations?
 - a. Manufacturing execution system
 - b. Manufacturing Information System
 - c. Marketing Information System
 - d. Online accounting System

8. It is a AI system that use neuron structures to recognize pattern in data
 - a. Virtual reality.
 - b. Model base
 - c. Robotics.
 - d. Neural Network.

9. Which one of the following provide an interactive modeling capability tailored to the specific information needs of managers
 - a. Expert system
 - b. Knowledge base
 - c. Decision support system
 - d. Decision structure.

10. Electronic breaking and entering into the system is
 - a. Viruses.
 - b. theft
 - c. Hacking
 - d. piracy

11. _____ is the method for control & security on the Internet & other network
 - a. Encryption
 - b. Security code
 - c. Biometric control
 - d. Fire wall

12. The indiscriminate sending of unsolicited E-mail to many Internet users is
 - a. Flaming
 - b. Spamming
 - c. Computer matching
 - d. Sniffers.

SECTION B

(5X 4= 20 Marks)

**Answer any FIVE questions not exceeding 200 words.
All questions carry equal marks**

13. Define System and discuss the components of system. And also list out any two differences between "Data" & "Information".
14. Discuss the classification of information system with diagram.
15. Compare the "Data base Processing system" with that of "Traditional Processing system". And describe any two advantages of data base system?
16. What do you mean by RAD? Discuss the process of RAD in system development cycle.
17. Define feasibility study and explain the features of "Operational and Economic" feasibility studies taken up in the SDLC's first phase.
18. Write short notes on ER diagram with example.
19. How does the sales force automation affect salesperson productivity, marketing management, and Competitive advantage?

SECTION - C

(4 X 7 = 28 Marks)

Question No. 20 is compulsory

Answer any THREE Questions of the remaining FIVE questions

Answer should not exceeding 500 words; All questions carry equal marks.

20. Using Flow diagram explain the SDLC Process and the products of each phase. Also explain the advantages of system approach to SDLC.
21. a) Explain the concept of Relational Database Management System(RDBMS).
b) Explain in what ways the Normal form helps to represent the “Good Database Design”.
22. a) Compare “Decision Support System” with “Management Information System”.
b) Discuss EIS (Executive Information System)
23. Write short notes on
 - a) Artificial Intelligence 2 marks
 - b) Expert System 2 marks
 - c) Transaction Processing System 3 marks
24. Describe “Major” Computer Based “Cyber Crimes” with example. Also Discuss the strategies to control them to keep the IS Secured.
25. Explain ISMS (Integrated Ship Management System). Discuss the Functional modules of ISMS.
