

University of Mumbai

Examinations Commencing from 7th January 2021 to 20th January 2021

Program: IT, CS, EXTC, INSTRU

Curriculum Scheme: 2016

Examination: BE Semester VII

Course Code:7013 and Course Name: Management Information Systems

Time: 2 hour

Max. Marks: 80

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Q1.	Choose the correct option for following questions. All the Questions are compulsory and carry equal marks
1.	Cybersquatting refers to the practice of_____
Option A:	Using someone else's domain names for profiting from their goodwill
Option B:	Buying competitors information for profiting
Option C:	Using illegal means to crash competitor's website
Option D:	Selling competitors information for profiting
2.	_____ analyzes customer data for designing and executing targeted marketing campaigns.
Option A:	Analytical CRM
Option B:	Operational CRM
Option C:	Collaborative CRM
Option D:	Transactional CRM
3.	Social computing forces companies to deal with customers _____
Option A:	Reactively
Option B:	Proactively
Option C:	Neutrally
Option D:	Economically
4.	Electronic commerce systems generally includes all of the following except:
Option A:	Internet websites for online sales
Option B:	Extranet access of inventory databases
Option C:	Direct links to credit reporting services
Option D:	Intranets that allow sales reps to access customer records
5.	Cloud computing can be best explained by _____
Option A:	LAN operations
Option B:	Intranet
Option C:	Web application
Option D:	Hadoop
6.	Pervasive computing systems are _____
Option A:	Context aware
Option B:	Content aware
Option C:	Network specific
Option D:	Range specific

7.	Difference between traditional data centre and the cloud includes _____
Option A:	Cost of data centres is higher
Option B:	Cost of data centres is less
Option C:	Cost of cloud is higher
Option D:	Cost of cloud is less
8.	Sourcing, Ownership, reliability are the _____ provided by the cloud
Option A:	Community
Option B:	Applications
Option C:	Services
Option D:	Features
9.	A manufacturing approach that integrates several computerized systems, such as computer-assisted design (CAD), computer assisted manufacturing (CAM)
Option A:	Sales force automation
Option B:	Computer-integrated manufacturing
Option C:	Product Lifecycle Management
Option D:	Management of interdependent items
10.	Systems which typically provide information to managers in the functional areas include _____
Option A:	ERP systems
Option B:	Business Intelligence System
Option C:	Transaction Processing System
Option D:	HR Information Systems
11.	An adhoc report which includes only information that falls outside certain threshold standards includes _____
Option A:	Comparative reports
Option B:	Drill-down reports
Option C:	Exception reports
Option D:	Routine reports
12.	The three main business processes supported by ERP systems comprises of _____
Option A:	Transaction and planning processes
Option B:	Procurement, fulfillment, production processes
Option C:	Analysis, Administrative and Adhoc Processes
Option D:	Production planning and Administrative processes
13.	A business strategy that enables manufacturers to share product-related data that support product design and development and supply chain operations is _____
Option A:	Planning Production and Operations
Option B:	Quality Control
Option C:	Product Lifecycle Management.
Option D:	Control and Auditing

14.	The two different strategies that the production process can follow:
Option A:	Make-to-store and Make-to-sell
Option B:	Make-to-process and Make-to-store
Option C:	Best order, Least order
Option D:	Make-to-stock and Make-to-order
15.	Which out of the subsequent is NOT an example of data?
Option A:	301062
Option B:	Blue
Option C:	32, Primrose Hill
Option D:	Mumbai
16.	Definition of Sample in MIS is
Option A:	A tool used to collect statistical data
Option B:	Statistics collected from an entire population
Option C:	The factual information collected from a survey or other source is
Option D:	A group chosen from a population
17.	Cost leadership strategy of the competitive advantage is to
Option A:	Produce products and/or services at the lowest cost in the industry.
Option B:	Offer different products, services, or product features than your competitors.
Option C:	Introduce new products and services, add new features to existing products
Option D:	Improve the manner in which a firm executes its internal business processes
18.	A _____ provides easy access to timely information and direct access to management reports
Option A:	Interface
Option B:	Dashboard
Option C:	Whiteboard
Option D:	Openboard
19.	Which one of these is an incorrect category into which all managerial decisions fall?
Option A:	Operational control
Option B:	Management control
Option C:	Inventory control
Option D:	Strategic planning
20.	In the _____ normal form, a composite attribute is converted to individual attributes.
Option A:	First
Option B:	Second
Option C:	Third
Option D:	Fourth

Q2	Solve any Two Questions out of Three	10 marks each
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A	Discuss Competitive Advantage achieved in Information System
B	Discuss significance of social marketing in detail
C	What are the security threats in information System? Explain
Q3	Solve any Two Questions out of Three 10 marks each
A	Design MIS for Educational system
B	Define CRM. Explain different types of CRM
C	Discuss impact of BI on decision making