		Register Number:	……………………..

B.TECH DEGREE EXAMINATIONS: NOV/DEC 2012

Seventh Semester

INFORMATION TECHNOLOGY

ITY123 Management Information System

Time: Three Hours	Maximum Marks: 100

Answer all the Questions:-

PART A (10 x 1 = 10 Marks)

1. _____ seek to automate the relationship between suppliers and the firm to optimize the planning, sourcing, manufacturing and delivery of products and services

a)	Supply-chain management systems	b)	Customer relationship management systems
c)	Enterprise systems	d)	Knowledge management systems

2. _____ carry out the programs and plans of senior management.

a)	Senior managers	b)	Middle managers
c)	Operational managers	d)	Service workers

3. Law firms, school systems are example for

a)	Professional bureaucracy	b)	Entrepreneurial structure
c)	Adhocracy	d)	Machine bureaucracy

4. _____ involves retailing products and services to individual shoppers

a)	Business-to-consumer e-commerce	b)	Business-to-business e-commerce
c)	Consumer-to-consumer e-commerce	d)	Consumer-to-business e-commerce

5. The use of multiple computers linked by a communications network for processing is called

a)	Distributed processing	b)	Client/server computing
c)	Downsizing	d)	Multitasking

6.	A group of related fields is called		
	a)	Database.	b)	File.
	c)	Attribute	d)	Record

7.	In _____ the strategy for searching the rule base starts with a hypothesis and proceeds by asking the user questions about selected facts until the hypothesis is either confirmed or disproved		
	a)	Forward chaining	b)	Backward chaining
	c)	Artificial intelligence	d)	Knowledge base

8.	_____ testing tries to determine if discrete modules will function together as planned and whether discrepancies exist between the way the system actually works and the way it was conceived		
	a)	Unit testing	b)	System testing
	c)	Acceptance testing	d)	Functional testing

9.	_____ establish that data are complete and accurate during updating		
	a)	Input controls	b)	Output controls
	c)	Processing controls	d)	Interrupt controls

10.	_____ are those in which systems development and operation occur totally at the domestic home base		
	a)	Networked systems	b)	Duplicated systems
	c)	Decentralized systems	d)	Centralized systems

PART B (10 x 2 = 20 Marks)

11.	What is a digital market?
12.	What are the benefits of enterprise systems?

13.	How do organizations differ among themselves?	
14.	What is a banner ad?	
15.	What is grid computing?	
16.	What do you mean by Telnet?	
17.	What is the difference between data workers and knowledge workers?	
18.	What do you mean by geographic information systems?	
19.	What do you mean by 'walkthrough'?	
20.	What are the types of firewall technologies?	

PART C (5 x 14 = 70 Marks)

21.	a)		Describe the challenges faced by the management in the use of information systems.	14
			(OR)	
	b)		Discuss about the various types of information systems	14
22.	a)		Discuss about the various stages and models of decision making	14
			(OR)	
	b)	(i)	Explain about the various categories of electronic commerce.	6

		(ii)	Discuss about the various internet business models.	8
23.	a)	(i)	Discuss about the key organizational elements in the database environment.	7
		(ii)	Describe about the various operating system capabilities	7
**(OR)**	
	b)	(i)	Discuss the problems posed by the new information technology infrastructure	10
		(ii)	Discuss about intranets and extranets.	4
24.	a)	(i)	Discuss the components of DSS.	8
		(ii)	What is GDSS? What are its components?	6
**(OR)**	
	b)	(i)	Discuss about prototyping.	6
		(ii)	Briefly discuss about the systems development process.	8
25.	a)	(i)	Explain about the various concerns for system builders and users.	7
		(ii)	Discuss about the types of general control of computer systems.	7
**(OR)**	
	b)	(i)	Describe the challenges and obstacles to global business systems.	8
		(ii)	What are the principles to be followed by a firm in order to develop as a global company?	6

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