

Reg. No. _____ Name _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
THIRD TRIMESTER MBA DEGREE EXAMINATION JAN 2018

35 MANAGEMENT INFORMATION SYSTEMS

Max. Marks: 30

Duration: 1 Hour 30 Minutes

Part A

Answer all questions. Each question carries 2 marks

1. Discuss the business model of eBay
2. Differentiate Pure Click with Brick and Click companies
3. What is the difference between a black hat and a white hat?
4. Discuss the 3 phases of CRM

(4x2 marks = 8 marks)

Part B

Answer any two questions. Each question carries 6 marks

5. List and detail on various types of information system vulnerability/threats. Also discuss system vulnerability towards Cyber Crimes.
6. Discuss various tools/techniques for protecting information resources to ensure information security
7. Detail on ERP systems emphasizing its implementation life cycle

(2x6 marks = 12 marks)

Part C

Compulsory question, The question carries 10 marks

8. Customers of Logistics Company need to track their consignments online from time of dispatch till it reaches its destination. Discuss on various models of technology that can be adopted to meet customer requirement.

(10 marks)
