

**JK Lakshmipat University, Jaipur**  
**Institute of Engineering and Technology**  
**End Term Examination**

B.Tech CSE 3<sup>rd</sup> year/ 5<sup>th</sup> Semester/ 2013-2014



**Course Name: Management Information System**

**Course Code: IT 521**

**Max Marks: 40**

**Time: 03.00 hr**

**Instructions:** Attempt all sections.

**Section A (Attempt all questions)**

- Q.1.** (a) A ..... is a formalized computer information system that can integrate data from various sources to provide the information necessary for management decision making.  
 (b) ..... are knowledge-based systems to which present rules are applied to solve a particular problem.  
 (c) ..... decision making involve the establishment objectives for an organization and long range plans for attaining objectives.  
 (d) Which of the following is not an important principle for evaluating the raw data for decision-making:  
       (i) selection   (ii) pattern   (iii) everage   (iv) overview  
 (e) The online, softcopy display of a customer's charge account to respond to an inquiry is an example of  
       (i) regularly scheduled report   (ii) on-demand report   (iii) forecasting report   (iv) none of the above

**(1 × 5 = 5)**

**Q.2.** (a) What is E-commerce? Explain categories of E-commerce process model.

**2½**

(b) What is Enterprise Management System?

**2½**

**Section B (Attempt any four questions)**

- Q.3.** What is data and information? Explain characteristics and classification of information. **5**  
**Q.4.** What is information system? Explain the role of information system in business. **5**  
**Q.5.** What is the role of following tools and technologies in E-enterprise business?  
       (i) Internet   (ii) Intranet   (iii) Extranet **5**  
**Q.6.** Is there an ethical crises in business today? What role does information technology play in unethical business practices? **5**  
**Q.7.** Explain the core role and purpose of Enterprise Resource Planning and Supply Chain Management solutions in management of E-enterprises. **5**

**Section C**

- Q.8.** Explain the following approach to CRM  
       (i) Analytical CRM   (ii) Data Driven CRM   (iii) Process Driven CRM  
 Give one example of each approval and model it. **10**

**Or**

- Q.8.** What are several business decisions that you will have to make as a manger that have both ethical and I.T dimensions? Give examples to illustrate your answer. **10**