



**Institute of Management
JK Lakshmipat University
Jaipur
MID TERM EXAMINATION
(April 2015)**



MBA (FT) – Sem – II
MM: 50 Marks

Course: Management Information Systems
Time: 3 Hours
Subject Code: MBA202/MBA022(Backlog)

Instructions: Attempt any three questions from Section A. Section B is compulsory.

SECTION A

1. Information systems are aimed at achieving certain strategic business objectives. What are these objectives and how do information systems help organizations in achieving them? (10 marks)
2. Information systems can provide a competitive advantage to the firms employing them. Briefly explain the information system strategies for dealing with competitive forces. (10 marks)
3. What ethical, social and political issues are raised by information systems? Enumerate the specific principles for conduct that can be used to guide ethical decisions. (10 marks)
4. Enterprise systems have redefined how IT is being used in organizations. What are these systems and how do they impact the organizational performance. Explain with suitable illustrations. (10 marks)
5. What do you understand by knowledge management? Explain the benefits of using intelligent techniques for knowledge management. (10 marks)

SECTION B

6. Classify the decisions taken in a business organization. Also explain the decision making process. How do information systems support the organizational decision making? (10 marks)
7. Write explanatory notes on following: (10 marks)
 - a) IP Addressing
 - b) Behavioral Targeting
 - c) Data Mining
 - d) E-Commerce and E-Business