



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



BBA+MBA - Sem - IV
MM: 50 Marks

Course: Introduction to Information Systems

Time: 3 Hours

Subject Code: BBA041

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

SECTION A

1. Why do organizations need MIS? Explain their changing role in a global business scenario. (10 marks)
2. Classify the different types of information systems operating in an organization? (10 marks)
3. What are enterprise systems? How do they add value to a business organization? Also explain the challenges in implementing enterprise systems. (10 marks)
4. Describe Porter's competitive forces model. What are the generic information system strategies to fight against these forces? (10 marks)
5. Briefly describe the following. (10 marks)
 - i) E-Commerce and E-Business
 - ii) Transaction Costs
 - iii) Data Warehouses and Data Marts
 - iv) Channel Conflicts

SECTION B

6. Compare and contrast between ERP, SCM and CRM systems. (10 marks)
7. Discuss the social and ethical issues concerning information system implementation. How can these be handled? (10 marks)