

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA (AM) – SEMESTER – 6 • EXAMINATION – WINTER - 2018**

**Subject Code: 4160504****Date: 01/12/2018****Subject Name: INFORMATION SYSTEMS****Time: 02:30 PM To 05:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) What do you mean by CIO? Describe the role and responsibilities of CIO (Chief Information Officer) in an organization. **07**
- (b) What is an Information System? Explain the various components of Information System. **07**
- Q.2** (a) What is DSS? “DSS is helpful for managers to take effective decisions” – Justify. **07**
- (b) Define Knowledge Management. What are the advantages of Knowledge Management in any organization? **07**
- OR**
- (b) Briefly Explain E- Banking and Give its importance in today’s digital era. **07**
- Q.3** (a) What is Transaction Processing System? Explain with example of TPS. **07**
- (b) Write a short note on Social Media. **07**
- OR**
- Q.3** (a) Briefly Explain the scope and advantages of Office Automation Systems. **07**
- (b) Discuss various types of E-commerce business models. **07**
- Q.4** (a) What do you mean by ERP? Explain the implementation process of ERP. **07**
- (b) Write a short note on Computer Networks. **07**
- OR**
- Q.4** (a) Give your opinion on “Increased use of Information Technology has lead to more concern for ethical business practices” Discuss with help of advantages and disadvantages of internet. **07**
- (b) Discuss the characteristics and future scope of Information systems. **07**
- Q.5** (a) Compare and contrast E-Commerce Vs. M-Commerce. **07**
- (b) What are the major concerns about computer crime and privacy on the Internet? Give your opinion on it. **07**
- OR**
- Q.5** (a) Explain Various types of Computer Crimes involved in today’s technology oriented world. **07**
- (b) Explain the relationship between Data and Information. Explain the classification of Information based on Application and Characteristics. **07**

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