

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA-SEMESTER-I-EXAMINATION-WINTER-2024

Subject Code: 4519206**Date: 18/01/2025****Subject Name: Management Information Systems****Time: 10:30 AM TO 01:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q. No.	Question Text and Description	Marks
Q.1	Definitions/terms (a) IOT (b) Bullwhip Effect (c) OLAP (d) Logic Bomb (e) Cloud Computing (f) Decision Support System (g) Business Process	14
Q.2	(a) What are information systems? What are their managerial, technological, and organizational dimensions? (b) Using Michael Porter's five forces model describes how businesses can use Information Systems to apply competitive strategies.	07 07
OR		
	(b) Why are Information systems so essential for running & managing business today?	07
Q.3	(a) What are CRM applications? Why are they gaining popularity in current-day businesses? Explain in detail how they add value to a firm's business. (b) Define DSS. Evaluate the role of DSS serving at the middle level of management & its relationship with another system.	07 07
OR		
Q.3	(a) What is the difference between E-Business, E-Commerce, and eGovernment? (b) Can computers think? Will they ever be able to? Why or why not?	07 07
Q.4	(a) Explain various Functional Business Systems with the help of examples (b) Explain how intranets and extranets help firms integrate information and business processes.	07 07
OR		
Q.4	(a) Supply Chain Management is less about managing the physical movement of goods and more about managing information. Discuss the implications of this statement (b) Define the Executive Support System. Explain how it works and how it is useful in the corporate world.	07 07

Data Security Breach at Marriott A spokesperson from Marriott International recently informed that the private information of up to 500 million guests may have been accessed as part of a breach of its Starwood guest reservation database, potentially one of the largest consumer data breaches ever. The world's largest hotel chain said it first received an alert in September from an internal security tool of an attempt to access the database. As part of an investigation, the company discovered unauthorized access since 2014 and that an "unauthorized party" had copied and encrypted information. Marriott said it determined on Nov. 19 that the information was from its Starwood database. "The company has not finished identifying duplicate information in the database, but believes it contains information on up to approximately 500 million guests who made a reservation at a Starwood property," the company said in a statement. For about 327 million of the guests, it added, the information includes some combination of a name, mailing address, phone number, email address, passport number, Starwood Preferred Guest account information, date of birth, gender, arrival and departure information, reservation date, and communication preferences. Some customers may have also had their credit card information taken. While that data would have been encrypted, Marriott said it can't rule out the information may have been decoded. Marriott said it had taken steps to address the breach and is working with authorities. The company said that the "unauthorized party" was able to copy and encrypt some information within its system "and took steps toward removing it," but did not detail how much data had been removed. Personal information exposed in data breaches can often make its way to the black market, where it can be purchased and used to execute a variety of attacks on individuals including identity theft and targeted email phishing schemes. The company bought Starwood hotels including Four Points, Sheraton, W Hotels, and Westin. In light of the above information, data privacy and security have become important concerns for businesses. A local business association has organized an awareness workshop and you have been contacted to conduct the workshop. As the head of Digital Data Consultants (DDC), you are required to guide the participants to answer the following questions:

- Q.5** (a) What is information security? Using examples from the case, explain what are the possible sources of threat to information security **07**
- (b) Elaborate measures that should be adopted by Marriott for information security. **07**
- OR**
- Q.5** (a) Explain what different lines of defense of information security should have been adopted by Marriott to secure their data **07**
- (b) What technologies of authorization and prevention should be adopted immediately by Marriott to ensure data security? **07**
