

**INDIAN MARITIME UNIVERSITY**  
(A Central University, Government of India)

**December 2016 End Semester Examinations**

**Master of Business Administration**  
**Second Semester – International Transportation and Logistics Management /**  
**Port and Shipping Management (2015 batch onwards)**

**Management Information System (PG21T2203/ PG22T2203)**

**Date : 19.12.2016**

**Time: 3 Hrs**

**Maximum Marks: 60**

**Pass Marks : 30**

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**SECTION-A**

**(12x 1= 12 Marks)**

**(Answer All Questions)**

**Choose the correct answer:**

1. Data analytics can help companies to achieve one these business outcomes

- a) Grow their customer base
- b) Continuously improve operational efficiency
- c) Transform & automate financial process
- d) All of the above.

2. SaaS means

- a) Service - as - a - Software
- b) Service - as - a - Service
- c) Software - as - a - Service
- d) Software - as - a - Software

3. Virtualization is technique that

- a) creates a virtualization layer and multiple virtual machines to run on a single physical machine
- b) are more complex and they require long range planning
- c) are global, mobile workforce
- d) are depends on understanding and leveraging all types of data.

4. A DMS can help a business to become more efficient and productive by
- a) Cutting labor costs by automating business processes
  - b) Reducing the time and effort required to locate information
  - c) Minimizing the cost associated with printing , storing and searching for content
  - d) All of the above
5. The transmission of the signal by the switches and routers is called
- a) Networking
  - b) Switching
  - c) Information
  - d) None of the above
6. Which one is the mapping and measuring of relationships and flows between people, groups, computers or other information or knowledge -processing entities.
- a) Ethernet
  - b) Usenet
  - c) Intranet
  - d) Social Network Analysis
7. Which type of data is needed for decision making in Functional Area?
- a) Input and Output
  - b) Information Data
  - c) External and Internal
  - d) None
8. Lean Manufacturing Principles, minimizing
- a) cost
  - b) labor
  - c) all forms of waste
  - d) nothing
9. ----- refers to the process of discovering relationships using data analytics tools, such as statistical software , statistical graphing, and mapping software
- a) Data dictionary
  - b) Data mining
  - c) Data digging
  - d) Data discovery.

10. In Implementation stage the User acceptance helps to
- a) Test whether the process is designed well from the users perspective
  - b) Test whether the process perform its functions
  - c) Test the process is integrated correctly with inputs and outputs of other process
  - d) None of the above.
11. E-Government is
- a) Can be defined as application of e-commerce technologies to government and public services
  - b) The same as internet governance
  - c) Can be defined as 'Controlling the operation and use of the use'
  - d) None of the above
12. Baiting is the use of an incentive to get
- a) someone into revealing secret information
  - b) readily available phone numbers and names to call a worker
  - c) a user to perform an insecure action
  - d) all of the above

**SECTION-B**

**(5x 4= 20 Marks)**

**(Answer ANY FIVE Questions not exceeding 200 words each. All Questions carry equal marks)**

13. Explain virtualization. What are the characteristics and benefits of virtualization?
14. Define DBMS. Describe the major functions of DBMS.
15. What do you mean by auditing information plan. Why should web sites be audited?
16. Explain the benefits of using SaaS for HR.
17. Describe the benefits of enterprise mashup.
18. What is the difference between circuit switching and packet switching?
19. Define data visualization. Describe the trends in data Visualization.

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**SECTION - C**

**(4 x 7 = 28 Marks)**

**(Question No.20 is compulsory. Answer any THREE from the remaining questions. Each Analysis/ Answer should not exceed 500 words)**

20. Describe cloud computing. List five major cloud vendors. Explain three issues that need to be addressed when moving to cloud computing or services.
21. What are business records? What is the difference between a document and a record? What are document management systems (DMS)?
22. Define E-Business. Explain the E-Business Applications briefly.
23. What do you mean by enterprise system. List the types of enterprise system. Explain the reason why companies migrate to enterprise system.
24. Briefly differentiate between the sell-side marketplace and e-sourcing.
25. Explain the major acquisition and development strategies briefly.

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