

S.No. 8098

P 16 ECE 4

(For candidates admitted from 2016-2021 Batch)

M.A. DEGREE EXAMINATION, NOVEMBER 2023.

Economics — Elective

MANAGEMENT INFORMATION SYSTEMS

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20)

Answer ALL questions.

1. What is Information System?
2. Define Hardware
3. What is value chain?
4. Define Strategy in IS.
5. Define Data Mining.
6. What is Data Resource Management?
7. What is Targeted Marketing?
8. Define HRS.

9. What is technology Theft?

10. What is Software Privacy?

PART B — ($5 \times 5 = 25$)

Answer ALL questions choosing either (a) or (b).

11. (a) Write about recent trends in Information System.

Or

(b) What are the characteristics of information systems?

12. (a) What are the advantages of information system?

Or

(b) Write the Strategic link in supply chain.

13. (a) What are the Objectives of Telecommunication?

Or

(b) What are the advantages of DBMS?

14. (a) Write five effective targeted marketing strategies.

Or

(b) What are the Objectives of HRM?

15. (a) What are software privacy?

Or

(b) What are the Common Signs of Computer Viruses?

PART C — ($3 \times 10 = 30$)

Answer any THREE questions.

16. Distinguish between software and Hardware.

17. Explain the principles of business quality.

18. Explain the types of data mining.

19. Explain the process of Staffing.

20. What is hacking? How does hacking work?
