VPM's
DR VN BRIMS, Thane
Programme: MMS (2014-16)
Second Semester Examination April 2015

Subject	Management Information Systems		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages		Date	18-04-2015

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.

Q1) 20 Marks (Compulsory)

General Electric's Research and Development Center has developed a natural language system called SCISOR (System for Conceptual Information Summarization, Organization, and Retrieval) that performs text analysis and question-answering in a limited, predefined subject area (called a constrained domain). One application of this system deals with analyzing financial news. For example, SCISOR automatically selects and analyzes stories about corporate mergers and acquisitions from the online financial service of Dow Jones. It is able to process news in less than 10 seconds per story. First, it determines whether the story is about a corporate merger or acquisition. Then, it selects information such as the target, suitor, and price per share. The system allows the user to browse and ask questions such as, "What price was offered for Polaroid?" or "How much was Bruck Plastics sold for?"

The system's effectiveness was demonstrated in testing, when it proved to be 100 percent accurate in identifying all 31 mergers and acquisitions stories that were included in a universe of 731 financial news releases from the newswire service.

A similar application is a Web-based personalized news system that was developed in Singapore to track business news available in English, Chinese, and Malay, summarize it, and extract desired personalized news in any of these languages.

Questions: (5 Marks for each)

(a) What are the benefits of analyzing financial news via a machine?
(b) What other applications might be developed with this type of system?
(c) How could such a system be combined with an Internet news dissemination portal such

   as money.cnn.com?
(d) Discuss the reliability factor of such a system.

Attempt Any FOUR from the Remaining SIX Questions

Q2) *Any two from (a) or (b) or (c) ——————— (5x2) = 10 Marks*

a) Explain Business Information value chain.
b) How Sales & Marketing information systems work? Explain with Diagram.
c) How Information Systems Impact Organizations and business firms? Explain with the help of Transaction cost theory.

Q3) *Any two from (a) or (b) or (c) ——————— (5x2) = 10 Marks*

a) What are the Ethics in Information Society?
b) What are the major components of IT infrastructure?
c) What is relational database? Explain the concept of Primary key & foreign Key with an example.

Q4) *Any two from (a) or (b) or (c) ——————— (5x2) = 10 Marks*

a) How Modem works? What are the physical transmission media?
b) What is Digital Signature? Explain Digital Certificate with diagram.
c) Explain Supply Chain Management with Intranet & Extranet.

Q5) *Any two from (a) or (b) or (c) ——————— (5x2) = 10 Marks*

a) What is E commerce? Explain major types of E commerce with an example.
b) What is EDI? Explain with an example along with a diagram.
c) What is DSS? What are the components of DSS?

Q6) *Any two from (a) or (b) or (c) ——————— (5x2) = 10 Marks*

a) How enterprise systems (ERP) automate many business processes?
b) How organizational change carries risks & rewards?
c) Explain the working of Google Search Engine.

Q7) *Any two from (a) or (b) or (c) ——————— (5x2) = 10 Marks*

a) What are the functions of an Information Systems?
b) What is the difference between Copyright, Trade secret & Patent?
c) Write short notes on following:
  1. Denial of Service
  2. Sniffing
  3. Tapping
  4. Vandalism
  5. Computer virus