



24803705

**QP CODE: 24803705**

**Reg No** : .....

**Name** : .....

**M.B.A. DEGREE EXAMINATION, JUNE 2024**

**Second Semester**

Faculty of Management Science

MASTER OF BUSINESS ADMINISTRATION

**Core - MB010206 - MANAGEMENT INFORMATION SYSTEMS & CYBER SECURITY**

2019 Admission Onwards

431B7675

Time: 3 Hours

Maximum Marks: 60

**Part A**

*Answer any **five** questions. Each question carries **2** marks.*

1. What are the advantages of having a computer based IS?
2. List the types of IS.
3. What is GIS?
4. What are data marts?
5. Define BPR.
6. Cite the difference between Worm and Virus.
7. What is Information Security?

(5×2 = 10 Marks)

**Part B**

*Answer any **five** questions. Each question carries **6** marks.*

8. How does an IS impact the working of an organisation?
9. Describe the model of a marketing information system. What are its various subsystems?
10. Summarize the use of enterprise systems to achieve operational excellence.
11. Explain MIS implementation steps in an organization.
12. Explain with an example a business has changed its model with the help of information system.





13. How can organisations do a cost benefit analysis of information system?
14. Describe the steps taken by business organisations to protect their data.

(5×6 = 30 Marks)

**Part C**

*Answer any **two** questions. Each question carries **10** marks.*

*Question number 17 is compulsory .*

15. Explain how business intelligence centered tools are a critical component of any successful company's strategy.
16. Explain the code of conduct to be followed by ethical hackers

**Compulsory Question**

17. Depict the reports generated by EIS to help decision making by Senior Management.

(2×10 = 20 Marks)

