

QP CODE: 24803705

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.

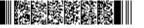
- What are the advantages of having a computer based IS? 1.
- 2. List the types of IS.
- 3. What is GIS?
- What are data marts? 4.
- Define BPR. 5.
- Cite the difference between Worm and Virus. 6.
- 7. What is Information Security?

 $(5 \times 2 = 10 \text{ Marks})$

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.



Reg No 2.1 Name :



- 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)