

FACULTY OF MANAGEMENT

M.B.A. I – Semester (CBCS) Examination, January 2019

Subject: I.T. Applications for Management

Paper – MB – 105

Open Elective – II

Time: 3 Hours

Max.Marks: 80

PART – A (5x4 = 20 Marks)

[Short Answer Type]

Note: Answer all the questions in not more than one page each.

- 1 Explain the characteristics of an information system
- 2 What is System Software?
- 3 Write a short note on Strategic Information Systems
- 4 What is e-commerce?
- 5 Define:
 - i) Security threat
 - ii) Vulnerability
 - iii) Passive attack, and
 - iv) Active attack

PART – B (5x12 = 60 Marks)

[Essay Answer Type]

Note: Answer all the questions by using internal choice in not exceeding four pages each.

- 6 a) List out and explain various categories of Information Systems along with their characteristics.

OR

- b) Explain in detail about the significance of Operational Support Systems and Management Support Systems.

- 7 a) Explain the characteristics and elements of Multimedia.

OR

- b) Define Data Communication. Explain about various layers in communication system.

- 8 a) Define summary report, exception report and detailed report generated in MIS.

OR

- b) What is the relation between AI systems and expert systems?

- 9 a) Discuss the importance and activities of online advertising.

OR

- b) Explain the advantages and disadvantages of Mobile Applications.

- 10 a) What is the significance of key in cryptography?

OR

- b) Discuss the importance of digital signature in IS security mechanism.