

**UNIVERSITY INSTITUTE OF APPLIED MANAGEMENT SCIENCES PANJAB  
UNIVERSITY, CHANDIGARH**

**MID SEMESTER EXAMINATIONS- MBA (SECTORAL MANAGEMENT) –1 SEM-  
FEBRUARY, 2021**

**IMPORTANT INSTRUCTIONS:**

- 1) Please download the Question Paper immediately on receipt of the same.
- 2) Mark your attendance online After Receiving the Question Paper
- 3) **Select the Relevant Question Paper as per your Sectoral Area of Study/Functional Area**
- 4) Please put Roll No, Subject Code, Page No. and Signatures on all pages of the answer sheet
- 5) Maximum Number of pages in Answer Sheet are 16.
- 6) Timing of Examinations are 2.30 p.m. to 4.30 p.m.
- 7) Attempt Questions as per instruction in the question paper. ALL Questions carry Equal Marks
- 8) Preserve the original Answer Sheet. It may be required to be submitted at a later date.
- 9) The candidate will be required to submit a single PDF file of his/her answer sheet from their registered email address to the **NEW GOOGLE FORM** link <https://forms.gle/yK1mvfNc3WqR92Fq5> within 90 minutes from completion of examination i.e. till 1.30 p.m. (for Morning Session exam.) and till 6.00 p.m. (for Evening Session exam.) on the day of examination.

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**MID TERM EXAMINATION OF MBA 1<sup>st</sup> SEMESTER, FEBRUARY 2021**

**PAPER TITLE: MANAGEMENT INFORMATION SYSTEM**

**PAPER CODE: MBA-1007 (Retail Management; Banking & Insurance – B; Capital Market)**

**MAX. MARKS:15**

**TIME: 2 HOURS**

**Note: Attempt any 3 questions out of 5. All questions carry equal marks.**

Q1) What do you understand by the term “information system”. How does it serve different management levels in a business?

Q2) How does Porter’s competitive forces model help companies develop competitive strategies using information systems?

Q3) Write a short note with examples on any 2:

- a) technostress
- b) cyberbullying
- c) efficiency of a G to C model

Q4) What are the challenges posed to businesses by global information systems and management solutions for these challenges?

Q5) What is e-commerce and how it has affected business-to-business transactions and changed consumer and supplier relationships?

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**MID TERM EXAMINATION OF MBA 1<sup>st</sup> SEMESTER, FEBRUARY 2021**

**PAPER TITLE: MANAGEMENT INFORMATION SYSTEM**

**PAPER CODE: MBA-1007 (Banking and Insurance Sec A, Hospital/ Pharmaceutical Management)**

**MAX. MARKS:15**

**TIME: 2 HOURS**

**Note: Attempt any 3 questions out of 5. All questions carry equal marks.**

**Question1.**With an information system, businesses can save time and money while making smarter decisions.Comment on the role of MIS with regard to businesses in the era of Globalisation.

**Question2.**Differentiate between MIS and DSS.

**Question3.**Explain the key technology trends that raise the ethical issues in MIS.

**Question4..**Discuss and explain the three distinct stages of evolution of E-Commerce, outlining various business models and their activities citing examples in each

**Question5.**Write short note(any two)

1. M commerce
2. Intelligent agents
3. TPS

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**MID TERM EXAMINATION OF MBA 1<sup>st</sup> SEMESTER, FEBRUARY 2021**

**PAPER TITLE: MANAGEMENT INFORMATION SYSTEM**

**PAPER CODE: MBA-1007 (IT/Telecom Management and Infrastructural Management)**

**Semester-I**

**MAX. MARKS:15**

**TIME: 2 HOURS**

**Note: Attempt any 3 questions out of 5. All questions carry equal marks.**

Q1: Define MIS? Explain its role and impact on an organization. "MIS is multi-disciplinary subject" Explain how? (5)

Q2: How do Porter's competitive forces model, the value chain model, synergies, core competencies, and network economies help companies develop competitive strategies using information systems? (5)

Q3: What is IT infrastructure and what are its components? What are the stages and technology drivers of IT infrastructure evolution? Also enumerate various challenges a manager faces while introducing new technology in the organization. (1+3+1)

Q4: Why are information policy, data administration, and data quality assurance essential for managing the firm's data resources? (5)

Q5: Suppose you are the Chief Telecommunication Officer (CTO) of a firm engaging in e-commerce. Discuss the major security threats to their Web site and their potential impact. What will you do to minimize these threats? (5)