

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

End Semester Examinations- MBA (Sectoral Management) –1st Sem-March, 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) Please put Roll No, Subject Code, Page No. and Signatures on all pages of the answer sheet
- 4) Maximum Number of pages in Answer Sheet are 24.
- 5) Timing of Examinations are 10.00 a.m. to 1.00 p.m.
- 6) Attempt Questions as per instruction in the question paper. ALL Questions carry Equal Marks
- 7) Preserve the original Answer Sheet. It may be required to be submitted at a later date.
- 8) 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 (24.3.2021)** link <https://forms.gle/sGysX7X94vKu1Az18> within 90 minutes from completion of examination i.e. till 2.30 p.m. on the day of examination.

**END TERM & REAPPEAR EXAMINATION, MBA (SECTORAL) 1st SEMESTER,
MARCH 2021**

PAPER TITLE: MANAGEMENT INFORMATION SYSTEMS

PAPER CODE: (MBA-1007)

MAX. MARKS:50

TIME: 3 HOURS

Note: Attempt five questions in all, Selecting at least one question from each unit/section. All questions carry equal marks.

SECTION – A

1. If you were the Chief Information Officer (CIO) of a firm, how would you explain the workings, benefits and limitations of different client server arrangements that could be used by a computing firm?
2. What is cyberbullying? How do you tell the difference between a light hearted opinion and bullying? Why do contemporary information systems technology and the Internet pose challenges to the protection of individual privacy and intellectual property?
3. Discuss Ethical & Social issues in Information System,

SECTION – B

4. Identify and describe the principles of a database management system with reference to specific Industry.
5. Evaluate tools and technologies for providing information from databases to improve business performance and decision making.
6. When technology and human ingenuity combine the result is Intelligent Creativity, a process that will redefine the how, who, and what of today's marketing. Discuss.

SECTION – C

7. We are still less than two decades into the new century, many e-commerce merchants are already facing the challenges of 'growing pains'—moving beyond their start-up phase, and trying to optimize the opportunities that come with growth and business maturation. Please share your views with respect to this statement with example.
8. If implemented responsibly, AI can benefit society. How?

SECTION – D

9. What are the essentials of a good project management software? Discuss in detail.
10. Do global value chains offer developing countries learning and innovation opportunities?