

USN

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Third Semester MCA Degree Examination, Dec.2015/Jan.2016

Basics of MIS and E-Commerce

Time: 3 hrs.

Max. Marks:100

Note: Answer any FIVE full questions.

- 1 a. Explain the general model of human as an information processor with neat diagram. (08 Marks)
 b. Define information. Discuss the various parameters to measure information as a quality product. (07 Marks)
 c. Explain the various attributes of information that increases the utility of information. (05 Marks)
- 2 a. Define MIS. Explain the role and impact of MIS in the organization. (10 Marks)
 b. Explain management as a control system with a neat diagram. (10 Marks)
- 3 a. Define rational decision. Explain the Herbert Simon’s model for the decision process. (10 Marks)
 b. Discuss any two methods for deciding from various decision alternatives. (10 Marks)
- 4 a. Explain the phases of CRM with its benefits and challenges. (10 Marks)
 b. Explain the trends and causes of failure in ERP. (10 Marks)
- 5 a. Explain the various strategies of client server implementation. (10 Marks)
 b. Explain the impact of web on strategic management. (10 Marks)
- 6 a. Define E-commerce. Explain any four business models of E-commerce. (10 Marks)
 b. Explain the following:
 i) Internet information server (10 Marks)
 ii) Personal web server.
- 7 a. Explain E-commerce payment systems. (10 Marks)
 b. Discuss in detail the ethical, social and political issues in E-commerce. (10 Marks)
- 8 a. What is transaction system? Explain the features of XML. (10 Marks)
 b. Write short notes on:
 i) Digital government (10 Marks)
 ii) Web spider.

* * * * *

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
 2. Any revealing of identification, appeal to evaluator and/or equations written eg, 42+8 = 50, will be treated as malpractice.