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Roll No.

18BB2002

M.B.A. EXAMINATION, May 2019

(Second Semester)

(C Scheme) (Main Only)

MBA

MBA104C

MANAGEMENT INFORMATION
SYSTEM & E-COMMERCE

Time : 3 Hours]

[Maximum Marks : 75

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

Note : Attempt *Five* questions in all, selecting at least *one* question from each Section.

(2-31/7) M-18BB2002

P.T.O.

Section I

1. Discuss the basic concept of information system. Also discuss the different types of information and their characteristics. **15**
2. Discuss the information system for strategic advantage and also discuss the strategic role for information system. **15**

Section II

3. Discuss the different types of system development approaches and methodologies. **15**
4. Discuss in detail the concepts of Financial and accounting information systems. **15**

Section III

5. Discuss the basic concepts and framework of e-Commerce. Also discuss the unique features e-Commerce. **15**

6. Discuss the different types of e-Commerce business models. **15**

Section IV

7. Discuss the different types of online marketing technologies. Also discuss the ethical, social and political issues in e-Commerce. **15**
8. Briefly discuss the following :
 - (a) e-Commerce portals and social networks and communities **8**
 - (b) Online content and publishing. **7**