

**Birla Institute of Technology & Science, Pilani**

Second Semester 2017-18

Mid-Semester Examination

Course No.: MBA G571	Course Title: Management Information Systems	Closed Book
Date of Exam: 22/03/2018	Weightage: 20%	Marks: 30
		Duration: 90 minutes

- Q1. (a) What are the differences between business process re-engineering and business process management. [2]  
(b) Describe two benefits of API. [2]  
(c) How is a threat different from a risk? [2]
- Q2. (a) What do you understand by data silos? What leads to formation of data silos? [1+1]  
(b) How is the issue of database volatility resolved for better decision making process? [1]  
(c) Mention two differences between cloud services and data centres? What is the difference between public cloud and private cloud? [2+1]  
(d) How does PaaS benefit software development? [2]
- Q3. (a) What is the difference between data warehouse and data mart? [1]  
(b) What do you understand by “data latency”? [1]  
(c) Mention three differences between databases and data warehouses? What is an active data warehouse? [3+1]  
(d) Describe the stages by which Hadoop performs MapReduce? [2]
- Q4. (a) What is meant by ghost text and what is link spamming, related to search engine optimization? [2]  
(b) How does collaborative filtering function, in the context of recommendation engines [2]  
(c) Write a short note on hashtag activism. [2]  
(d) Write a short note on Botnet. [2]