Course No.: MBA G571	Course Title: Management Information Systems	Closed Book
Date of Exam: 08/03/2018	Weightage: 20%	Duration: 90 minutes

Q1. (a)What do you understand by "Internet of Things"? Describe two examples where this can be used. [1+2] [Pg. 4]
(b)What are the differences between business process re-engineering and business process management [2] [Pg. 13]
(c) What is an active NFC device? What is a passive NFC device? [1+1] [Pg. 22]

Q2. (a) Mention four characteristics of dirty data. [2] [Pg. 30]
(b) How can companies growing inorganically be benefitted by MDM? What is the primary utility of master data? [2+1] [Pg. 33, 40]
(c) What do you understand by data silos? What leads to formation of data silos? [1+1] [Pg. 33]
(d) How is the issue of database volatility resolved for better decision making process? [1] [Pg. 47]
(e) Mention two differences between cloud services and data centres? What is the difference between public cloud and private cloud? [2+1] [Pg. 50]
(f) How does PaaS benefit software development? [2] [Pg. 56]

Q3. (a) What is the difference between data warehouse and data mart? [1] [Pg. 65]
(b) What do you understand by "data latency"? [1] [Pg. 67]
(c) Mention three differences between databases and data warehouses? What is an active data warehouse? [3+1] [Pg. 68, 78]
(d) What is meant by "garbage in, gospel out"? [1] [Pg. 69]
(e) Briefly describe four V's of data analytics. [4] [Pg. 74]
(f) Describe the stages by which Hadoop performs MapReduce? [2] [Pg. 80]

Q4. (a) What are the two forms of data exchange in the TCP layer of TCP/IP protocol? [2] [Pg. 100]
(b) Describe two benefits of API. [2] [Pg. 103]
(c) How is an intranet different from an extranet? [2] [Pg. 109]
(d) In the report "Looking Further with Ford- 2014 Trends", what is meant by "micro moments" and "myth of multitasking"? [2] [Pg. 116]

Q5. (a) Write a short note "social engineering". [2] [Pg. 126]
(b) How is a threat different from a risk? [2] [Pg. 130]
(c) Briefly describe the three principles that IT systems should be based on to meet "Control Objectives for Information and Related Technologies" (COBIT)? [3] [Pg. 134]
(d) Write a short note on Botnet. [2] [Pg. 139]

Q6. (a) How do crawler search engines work? [5] [Pg. 158]
(b) Give an example each of informational search and navigational search. [2] [Pg. 161]
(c) What do you understand by bounce rate in the context of search engines? [1] [Pg. 163]
(d) What is meant by ghost text and what is link spamming, related to search engine optimization? [2] [Pg. 165]
(e) Describe two limitations of recommendation engines. [2] [Pg. 172]
(f) How does collaborative filtering function, in the context of recommendation engines [2] [Pg. 172]
Q7. (a) What is social network analysis? [1] [Pg. 187]
(b) Write a short note on hashtag activism. [2] [Pg. 194]