

## B3.1-R4 MANAGEMENT FUNDAMENTALS & INFORMATION SYSTEMS

### NOTE:

1. Answer question 1 and any FOUR from questions 2 to 7.
2. Parts of the same question should be answered together and in the same sequence.

**Time: 3 Hours**

**Total Marks: 100**

1.
  - a) Explain how intranets and extranets help firms integrate information and business processes.
  - b) What are the differences between productivity, effectiveness, and efficiency?
  - c) Explain the concept of Business Process reengineering.
  - d) What is the objective of information requirements gathering in developing an information system? Further explain why they are difficult to determine correctly.
  - e) Define malware and distinguish among a virus, a worm, and a Trojan horse.
  - f) Why are information systems so essential for running and managing a business today?
  - g) Explain how software defects affect system reliability and security.

**(7x4)**
  
2. You are hired as consultant by a retail store facing issues related to billing and customer data management. How would you explain to them the need and importance of retail information system and the benefits they can achieve by implementing such system?

**(18)**
  
3.
  - a) Define information system prototyping. Describe its benefits and limitations. List and describe the steps in the prototyping process.
  - b) Define identity theft and phishing and explain why identity theft is such a big problem today.

**(10+8)**
  
4. Today every business emphasizes on one important business moto i.e. "Know Your Customer". These businesses have large number of customers interacting in different ways (over web, the phone, in person, etc.) with the firm. Considering this scenario discuss various functions and features of Customer Relationship Management that can help organizations in retaining existing customers as well as acquiring new customers.

**(18)**
  
5. "The control of an information system must be an integral part of its design. Users and builders of systems must pay close attention to controls throughout the system's life span." Considering this, explain the importance of information system controls and explain any two of them in detail.

**(18)**
  
6.
  - a) Why systems for collaboration and teamwork are so important and what technologies do they use? List and describe the various types of collaboration and communication systems.
  - b) Differentiate between various information system testing techniques.

**(12+6)**
  
7. Explain following concepts:
  - a) Socio-technical Approach to Information system
  - b) Information System Quality
  - c) Cyber Crime

**(6+6+6)**