

Roll No. _____

12767

**MBA 2 yr, 4th Sem. (New Scheme) CBCS
Examination – February, 2022**

E-BUSINESS INFORMATION SYSTEMS MANAGEMENT

Paper : 201MG24G13

Time : Three hours]

[Maximum Marks : 80

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

Note : Section A contains **eight** short answer type questions of two marks each. All the questions are **compulsory**. Section B attempt **four** questions in all selecting **one** question from each part. All questions carry equal marks.

SECTION – A

1. Short Answer Type Question :

- (a) E-Business advertisement strategy
- (b) Its selecting committee

- (c) Setting of goal
- (d) Tactical plan
- (e) Expert system
- (f) Process modeling
- (g) Data abstraction
- (h) System document

SECTION - B

UNIT - I

2. Take an example of any two e-commerce companies in India providing high end e-commerce solution and describe how they established customer confidence, trust and ensure privacy and security of the e-commerce transaction.
3. Explain the System Development Life Cycle (SDLC) and describe its steps and process in detail.

UNIT - II

4. Information system planning is the necessary part of these days in business environment. Write down its process and steps of Information planning.
5. What is information development project? What steps are taken in system development?

UNIT - III

6. What do you understand by system analysis? Describe the system analysis types.
7. Define the system logic architecture. Explain the system logic requirements.

UNIT - IV

8. You are a IT manager in MNC. What kind of application and software are required in Information system?
9. What kind of training and support are required in maintaining the system?