

PGDM, 2021-23
INFORMATION SYSTEMS MANAGEMENT FOR BUSINESS
SUBJECT CODE: DM-105
Trimester – I, End-Term Examination: October 2021

Time allowed: 1 Hour 30 Minutes
 Max Marks: 30

Roll No: _____

Instruction: Students are required to write Roll No on every page of the question paper. All instructions on the reverse of the admit card should be followed meticulously.

Sections	No. of Questions to attempt	Marks	Total Marks
A	3 question (or more) with 3 internal choices (1 question + 1 internal choice) for each CILO (Course Intended Learning Outcome) covered.	3*5	15
B	Case Study with 3 compulsory questions and remaining CILOs if any covered	15	15
			30

SECTION – A (5 marks * 3 questions) = 15 Marks

Question A1a - How can a stationery supplier use information services to achieve operational excellence?
CILO-1

OR

Question A1b - What makes data mining an important business tool? What types of information does data mining produce?
CILO-1

Question A2a - Describe the use of personalization in e-commerce. What business value does personalization have?
CILO-2

OR

Question A2b - You are advising the owner of Small-town Computer, a new, local computer repair store that also builds custom computers to order. What competitive strategies could Small-town Computer exert?
CILO-2

Question A3a - How does the use of biometrics act as a “double-edged sword?” What moral dimensions are raised by this use of information technology?
CILO-3

OR

Question A3b - How is the security of a firm’s information systems and data affected by its people, organization, and technology?
CILO-3