

Management Information Systems
1st Year 2nd Semester - 2016

Part B- Essay Questions 2016

Answer only three (03) questions

Marks allocation: 60 Marks

01. To gain the maximum benefits from the company's information system, managers have to exploit all its capacities. Information systems gain their importance by processing the data from company inputs to generate information that is useful for managing business operations.

- i) Briefly explain the dimensions of information quality. (06 Marks)
- ii) Briefly explain the types of information systems. (06 Marks)
- iii) Briefly explain the importance of Artificial Intelligence for an organization. (08 Marks)

(Total Marks-20)

02. The internet has become an essential tool for business operations. A business can present itself to customers with the use of a website or online advertisements. Many businesses now use the internet as a means of making customers aware of their current promotions. This can be very beneficial to businesses that are targeting a younger audience.

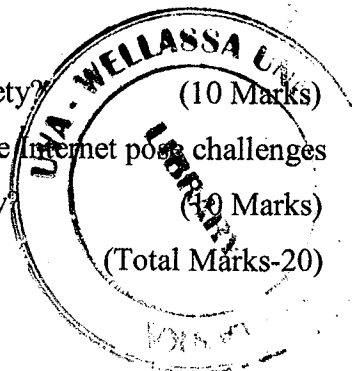
- i) What ways can companies use the Internet as more than a communications network? (06 Marks)
- ii) How can the Internet improve customer value? (06 Marks)
- iii) Describe how E-Business and E-Commerce relate to each other and the important elements of each approach. (08 Marks)

(Total Marks-20)

03. The introduction of new information technology has a ripple effect, raising new ethical, social, and political issues that must be dealt with on the individual, social, and political levels.

- i) Why Information Systems Important to Organizations & Society? (10 Marks)
- ii) Why do contemporary information systems technology and the internet pose challenges to the protection of individual privacy and intellectual property? (10 Marks)

(Total Marks-20)



04. Even though you are not going to be an IT specialist, as a manager you should learn about Systems development process.

i) How can a manager demonstrate that he or she is a responsible end user of information systems? (10 Marks)

ii) In what major ways have the roles of information systems applications in business expanded during the last 40 years? What is the major change you think will happen in the next 10 years? (10 Marks)

(Total Marks-20)

