

University of Mumbai
Online Examination 2020

Program: BE Engineering

Curriculum Scheme: R-2016

Examination: Final Year Semester VII

Course Code: ILOC 7013

Course Name: Management Information Systems

Time: 1 hour

Max. Marks: 50

1		In _____, needed services such as temporary help or extra space are traded on an as-needed basis.
	a	Horizontal exchanges
	b	Vertical exchanges
	c	Personal exchanges
	d	Functional exchanges
2		Organizations usually are not using social computing in which of the following functions?
	a	Marketing
	b	Customer Relationship Management
	c	Human Resource Management
	d	Production
3		_____ is a CRM system that is hosted by an external vendor in the vendor's data center.
	a	Analytical CRM
	b	On-demand CRM
	c	Operational CRM
	d	Customer-facing CRM
4		_____ is the practice of marketing additional related products to customers based on previous purchases.

	a	Up-selling
	b	Cross-Selling
	c	Down-selling
	d	Seasonal-Selling
5		Which web technique allows viewers to write short messages
	a	Email
	b	Review Sheet
	c	Forum
	d	Microblogging
6		Pervasive computing is also known as _____
	a	Super computing
	b	Ubiquitous computing
	c	Mainframe computing
	d	Satellite computing
7		Businesses have become dependent on computer networks for improving their _____
	a	Efficiency
	b	Accuracy
	c	Interactions
	d	Information exchange
8		Extended service set in a wireless network comprises of _____
	a	All access points
	b	All network points

	c	All connected access points
	d	Connected basic service sets
9		The information system which collects data continuously, typically in real time is _____
	a	Business Intelligence System
	b	Expert System
	c	Transaction Processing System
	d	Database Systems
10		The department responsible for payroll preparation and other various benefits is _____
	a	Customer relations Management
	b	Human Resources Planning and Management
	c	Accounting and Finance
	d	Financial planning
11		_____ reports show a greater level of detail than is included in routine reports
	a	Drill-down
	b	Key-indicator
	c	Routine
	d	Ad hoc
12		Business processes NOT supported by ERP systems is _____
	a	Daily Transactions
	b	Procurement process
	c	Fulfillment process
	d	Production process

13		A cross-functional business process that originates when the company receives a customer order and concludes when it receives a payment from the customer is _____
	a	Order fulfillment process
	b	Control Process
	c	Manufacturing process
	d	Procurement process
14		To effectively manage reports by exception, the company must first create:
	a	Performance standards
	b	Best practices
	c	User information requirements
	d	A database
15		Backbone of any organisation is _____
	a	Employee
	b	Information
	c	Management
	d	Capital
16		Which is not a computer based information system
	a	Customer relationship management
	b	Supply chain management
	c	Visionary management
	d	Operation management
17		A datawarehouse helps buisness executives to
	a	Archive the important Data

	b	use their data for decision making
	c	organize data
	d	create real time transactions
18		The data in the datawarehouse is described by:
	a	Relational data
	b	Operational data
	c	Informational data
	d	Meta data
19		A relational database consists of a collection of _____
	a	Tables
	b	Fields
	c	Records
	d	Keys
20		Difference between star and snowflake schema is _____
	a	One fact table and many dimension tables
	b	Many fact table and many dimension tables
	c	Normalizing dimension tables
	d	Functional Dependency
21		The purpose of data warehouse is to provide _____ data that is not stored in the operational environment.
	a	Summary
	b	Normalized
	c	Informational

	d	Denormalized
22		Which is NOT a fundamental tenet of ethics-
	a	Privacy
	b	Responsibility
	c	Accountability
	d	Liability
23		A cyber attack in which an attacker sends a flood of data packets to the target computer, with the aim of overloading its resources is referred to as _____
	a	Spyware
	b	Phishing attack
	c	Cyberwarfare
	d	Denial of service
24		What is Unethical is not necessarily _____
	a	Legal
	b	Illegal
	c	Secure
	d	Unsecure
25		An instruction in a computer program that triggers a malicious act is called as _____
	a	Logic Bombs
	b	Packet Sniffer
	c	Hacking
	d	Computer Crime

