

COMMONWEALTH EXECUTIVE
MBA/MPA PROGRAMME

00492

Term-End Examination

June, 2010

C-1 : MANAGEMENT INFORMATION SYSTEMS

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

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- Note :** (i) Answer *any four* questions.
(ii) All questions carry *equal* marks.
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1. (a) Discuss the three - era model of information systems.
(b) Explain the strategic applications of information systems and E-Business.
2. (a) Explain briefly the various issues related to the implementation of E-Business.
(b) Elaborate your understanding on the concept of leveraging the organization through ICT and E-Business.
3. (a) Elaborate your understanding on strategic drivers for E-Markets.
(b) Discuss the framework for strategic information systems planning.

4. (a) What do you mean by “effectiveness of internet strategy” ? How do we evaluate this effectiveness ?
(b) Explain how Balanced Score card can be used for planning of E-Business ?
 5. (a) What do you mean by organisational cultures ? Explain the impact of culture on E-Business.
(b) Enumerate your understanding about customer relationship management during ICT-era.
 6. (a) What are the advantages and disadvantages when USA outsources IT-Services from India ? What are the social implications, if any ?
(b) Explain the formulation and implementation of strategies for E-Business.
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