

**COMMONWEALTH EXECUTIVE
MBA/MPA PROGRAMME**

**Term-End Examination
December, 2010**

C-1 : MANAGEMENT INFORMATION SYSTEMS

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

Note : *Answer any four questions. All questions carry equal marks.*

1. (a) What is meant by the terms Information Economy, Digital Economy and Internet Economy ? What are the characteristics of these economies ? Discuss the impact of these on business strategies.
- (b) What do you understand by Market place and Market space ? Identify the differences between them.
2. (a) Explain the basic concept of Value Chain. How it can be applied for E-Business ?
- (b) Explain how Porter's Five force model can be applied for any business through Internet ?

3. (a) Elaborate your understanding about e-Business strategy.
(b) Discuss the strategies adopted for channel enhancement.

 4. (a) Discuss the strategic information planning model for the networked organisation.
(b) What is Supply Chain Management (SCM) ? Explain the impact of SCM on E-Business Value and Chain.

 5. (a) What do you understand by Organisational readiness for change ? Explain the components that should be incorporated in an action plan for change.
(b) Explain the important economic issues of E-Business.

 6. (a) Elaborate your understanding about customer relationship management in the context of Global E-Business.
(b) What are the various forms of outsourcing ? Explain its linkages with strategy.
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