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## **SAINTGITS COLLEGE OF ENGINEERING KOTTAYAM, KERALA**

(AN AUTONOMOUS COLLEGE AFFILIATED TO  
APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

### **FIRST SEMESTER MBA DEGREE EXAMINATION (S), JULY 2021**

**Course Code:** 20MBA109

**Course Name:** INFORMATION SYSTEMS FOR MANAGERS

**Max. Marks:** 60

**Duration :** 3 Hours

#### **PART A**

*(Answer all questions. Each question carries 2 marks)*

1. List the various ecommerce models based on transaction type.
2. Recall the uses of data mining.
3. What is the role of BPR in the implementation of ERP systems?
4. Distinguish Outsourcing and Off-shoring
5. How is Block chain technology relevant to business?

#### **PART B**

*(Answer any 3 questions. Each question carries 10 marks)*

6. Design e-business model for an online art gallery.
7. Explain the role of Information Systems in an Organization.
8. Information systems can be used for competitive advantage. Justify.
9. Elaborate ERP implementation in an organization.
10. Design a security and control measures that can be used to combat cybercrimes in organizations.

#### **PART C**

*(Compulsory question, the question carries 20 marks)*

11. Signal has emerged as the leading app on “app-stores” as Indian users signaled their discomfort with WhatsApp’s data sharing policies. What has caused the discomfort is WhatsApp’s ability to seamlessly share user metadata and mobile information with its parent company and social media behemoth, Facebook. WhatsApp’s end-to-end encryption clause still remains intact, but this only ensures that it can’t see your messages, or share it with anyone. It virtually gives a 360-degree profile into a person's online activity. Subtle forms of commercial exploitation, as well as micro-targeting by political campaigns are some of the possible outcomes of this. Facebook’s revenue model uses data on its platform to allow advertisers to target ads towards users, the algorithms would benefit from the WhatsApp data as well. Such data transfer from WhatsApp to Facebook is not possible in regions such as the EU, where data protection laws have stringent restrictions on storage and transfer of user data. The onus is also on the Indian government

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to quickly take up the legislation for robust data protection, that aligns with the recommendations of the Srikrishna Committee.

- a) What are the various revenue models that an e-commerce company can adopt? (5 Marks)
- b) AI is a key component of the popular social networks. How is it used in Facebook? (5 Marks)
- c) WhatsApp's chats and calls will continue to be end-to-end encrypted. How does end-to-end encryption work? (5 Marks)
- d) What are the security problems that an organization may have to deal? (5 Marks)

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