MCA – 61

VI Semester M.C.A. Examination, Feb./March 2010
ADVANCED MIS AND E-COMMERCE

Time: 3 Hours Max. Marks:100

Instructions *: 1) Answer **all** questions in Part **A**, **5** out of 8 questions in Part **B**, and **4** out of 6 questions in Part **C**.*
*2) Part **A** : Questions from **1** to **8** carry **1** mark and **9** to **14** carry **2** marks **each**.*
*3) Part **B** : **Each** question carries **8** marks.*
*4) Part **C** : **Each** question carries **10** marks.*

PART – A

1. Write any two advantages of MIS.
2. Give some examples of an online sales system.
3. Define Internal Security.
4. What is the main objective of MIS ?
5. What are the main categories of Smart Card ?
6. What is a internet banner ?
7. Name the types of Electronic Payment System.
8. What is TPS ?
9. Does internet scams have any rights ?
10. What are the effects of e-commerce to students ?
11. Give some examples of an online sales system.
12. Can e-money be considered as a new type of money ? Will it only be a substitute for "official" money ?
13. Define Marketing.
14. Define Market Segmentation.

P.T.O.

PART – B

1. Explain the concept of MIS.
2. Explain Management as a Control System.
3. Explain how MIS simplifies control.
4. Describe bottom up approach.
5. What is the concept of Electronic Payment ?
6. What are ethical challenges in an integrated marketing campaign ?
7. Write about Integrated Approach.
8. What is the organization effectiveness on MIS ?

PART – C

1. Explain the major sources of Market Research Information.
2. Describe Online Advertising.
3. How to provide customer service and support ?
4. Briefly explain managerial activities.
5. Explain the security issues to be considered while designing electronic payment system.
6. Explain the different phases of DSS.

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