

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2018

Course: BBA Core

Semester: III

Programme: Management Information Systems

Time: 03 hrs.

Max. Marks: 100

Instructions:

SECTION A

S. No.	Write Short Notes on:	Marks	CO
Q 1	Client – Server	5	5
Q 2	Digital Goods	5	1
Q 3	JIT	5	3
Q 4	Blogs	5	1
Q 5	Firewall	5	5
Q 6	Internet	5	5

SECTION B

S. No.	Answer the following Questions	Marks	CO
Q 1	What are the four broad functions in an organization? How do ERPs help to integrate these functions to achieve greater efficiency?	15	3
Q 2	Explicate upon the various E-Commerce Revenue Models.	15	3
Q 3	Why do we need CRM Systems? What are the variations of CRM, which help in other aspects of Business?	15	4

SECTION-C

S. No.	Answer the following Question	Marks	CO
Q 1	Discuss Michael Porter's 'Competitive Forces Model' briefly. Elaborate upon the efficacy of Information Systems in dealing with the said forces.	25	2