

**SVKM's NMIMS**  
**NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION**

Programme: PGDMM (For Employees of Max Life Insurance)

Examination: June 2015

Subject: Information Systems for Managers

Date: 17.06.2015

Semester: I - RE-EXAM

Marks : 50

Time: 11.00 a.m. to 1.00 p.m.

Instructions:

1. Answer to each new question to be started on a fresh page.
2. Figure in brackets indicates full marks.

1. Attempt any 2 out of 4

(Marks: 2x5= 10)

- a) Business Intelligence
- b) Types of Disasters
- c) Input Devices
- d) Components of Database Management System

2. Write short notes on any 2 out of 5

(Marks: 2x5=10)

- a) Corrective Maintenance
- b) Supply Chain Management
- c) Difference between Batch processing versus Real time processing
- d) Application software
- e) Decision Support System

3. Attempt any 3 out of 6

(Marks: 3x10= 30)

- a) How can Customer Relationship Management help an organization grow? Give examples to support your answer.
- b) What are the general steps to follow while creating a Business Continuity Plan?
- c) Describe in detail the steps followed in Software Development Lifecycle.
- d) Define an Information system along with its framework and suitable examples.
- e) Elaborate on the advantages and disadvantages of using ERP in an organization.
- f) How can a credit card company use information systems to detect whether the customer is most likely to pay the loan or default?