

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA I Year II Semester (R18) Supplementary End Semester Examinations – JULY 2022**BASIC ECONOMETRICS**

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.
In Q.no 1 to 5 answer either Part A or Part B only. Q.no 6 which is a case study is compulsory.

		Marks	CO	BL																
Q.1(A)	Explain the importance and scope of econometrics? Differentiate between economic and econometric models with examples.	10M	1	2																
OR																				
Q.1(B)	Write short notes on (i) Unbiased estimator (ii) Efficient estimator (iii) Consistent estimator (iv) Sufficient estimator.	10M	1	1																
Q.2(A)	Explain the following with suitable examples: a. Bivariate Econometric Modelling b. Trivariate Econometric Modelling	10M	2	2																
OR																				
Q.2(B)	Define correlation and explain different types of correlation?	10M	2	1																
Q.3(A)	Write down the various assumptions of OLS. Explain Gauss-Markov theorem. What is BLUE?	10M	3	1																
OR																				
Q.3(B)	Write short notes on (i) ANOVA (ii) t-test and (iii) F-Test	10M	3	1																
Q.4(A)	Elucidate Write the various components of time series. What are various methods for analyzing trend?	10M	4	5																
OR																				
Q.4(B)	Elaborate about Unit Root test and Cointegration test in detail.	10M	4	5																
Q.5(A)	Elucidate GARCH Model.	10M	5	5																
OR																				
Q.5(B)	Elaborate on auto regressive model? Explain ARIMA method?	10M	5	5																
Q.6	Case Study (Compulsory) A Researcher wants to find if there is a relationship between the heights of sons and Father. In other words Do tall fathers have tall sons? Their height in inches is given below in an ordered arrangement.	10M		6																
<table border="1" style="margin: auto;"><tr><td>Father (X)</td><td>63</td><td>65</td><td>66</td><td>67</td><td>67</td><td>67</td><td>68</td></tr><tr><td>Son (Y)</td><td>66</td><td>68</td><td>65</td><td>67</td><td>69</td><td>69</td><td>70</td></tr></table>					Father (X)	63	65	66	67	67	67	68	Son (Y)	66	68	65	67	69	69	70
Father (X)	63	65	66	67	67	67	68													
Son (Y)	66	68	65	67	69	69	70													
1. For this data complete the regression line.																				
2. Based upon the relationship between the heights, what would be the estimated height of the son if the height Father is 70"?																				

*****END*****

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MBA I Year II Semester (R18) Supplementary End Semester Examinations – JULY 2022
MANAGEMENT INFORMATION SYSTEMS

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.
In Q.no 1 to 5 answer either Part A or Part B only. Q.no 6 which is a case study is compulsory.

	Marks	CO	BL
Q.1(A) Elucidate the impact of information systems on organizations.	10M	1	3
OR			
Q.1(B) Illustrate the contemporary approaches to information systems	10M	1	4
Q.2(A) Explain the transition from database approach to database management.	10M	2	3
OR			
Q.2(B) Databases improve business performance and decision making. Justify.	10M	2	4
Q.3(A) Elucidate the system life cycle method.	10M	3	4
OR			
Q.3(B) Discuss the software development in the context of IS	10M	3	3
Q.4(A) Explain office automation in management information system?	10M	4	3
OR			
Q.4(B) Explain the process involved in group decision support system regarding IS.	10M	4	3
Q.5(A) Discuss ethical and social issues related to information systems	10M	5	3
OR			
Q.5(B) Write a note on computers in management	10M	5	2
Q.6	Case Study	10M	4

The payment gateway of Amazon takes in the account the debit card or credit card information of the end user who would place an order for a product. Netscape Secure Commerce Server is a vibrant tool that is used by Amazon with the help of the secure socket layer in order to store the banking information. These data are not made accessible over internet thus paving way for high confidentiality and protection of customer data.

The company also provides customer an option of making a part amount of the payment online and rest through the telecommunications post order. Legal as well as privacy policies are being communicated to the users at this stage thus ensuring that the trust component of customers is being increased. Yet another important part of Amazon CRM is the integration of logistics systems with that of the customer contact information. Customers could track the progress of the shipping through logging in to the Amazon website and entering a unique identity order number; this enhances the confidence amongst the customers by offering tangibility in the services.

At any point of time the customers could be able to know the status of the product. Amazon also offers an incentive marketing program in order to gain more customers and business to its website. Amazon uses incentive marketing as a tool for collecting customer information which is used both for the marketing activities of the organization and also sold out to other pertinent layers for a particular fee. Virtual storefronts have been the interface which has attracted number of customers to the website of Amazon.

Through virtual storefronts Amazon has been able to enhance the retention of the existing customers as well as increase the word of mouth marketing through gaining customer loyalty. Customers value the importance offered by Amazon towards them as the company has ensured to take all the opportunities to understand the changing preferences and expectations. The role of automated warehouses is appreciable as the user interface through which the employees interact with the customers is commendable in the case of Amazon. Amidst interactions with the customers Amazon uses the cloud computing. The AWS product of the company has not only acted as product but as a tool behind the successful integration and management of information systems.

Questions:

1. Summarize how Amazon provides superior services to the customer.
2. Explain the security controls provided by Amazon.

*****END*****