

**North East University Bangladesh**  
Department of Computer Science and Engineering  
BSc (Engg.) in CSE  
Semester Final Examination, Spring- 2022  
Course Code: CSE- 323, Course Title: Management Information Systems  
Total Time: 2 Hours, Full Marks: 40

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*Numbers in the right margin indicate full marks for each question. Parts of a question should be answered sequentially. Attempt any **Four** of the following questions.*

1. a. What are digital goods? Write the benefits of disintermediation to the consumer. 05  
b. State the business transformations that arise out of the growth of e-commerce with example. 05
2. a. Define transaction cost theory and agency cost theory with example. 04  
b. Write the role of people and organization to resistance to information system innovations. 06
3. a. State an example of switching costs. 02  
b. Explain the Porter's competitive forces model with example, and discuss how information systems may help execute these forces to achieve competitive advantage. 08
4. a. How culture and politics act as mediating factor between the organization and information technology? 05  
b. What is RFID? Elucidate the problems with the traditional file environment with example. 05
5. a. Explain the e-commerce revenue models with example. 05  
b. What is e-business? Discuss the different types of e-commerce business with example. 05
6. a. Define data mining. Illustrate the multidimensional data model with example. 05  
b. What is the role of m-commerce in business, and what are the most important m-commerce applications? 05