Management Information System Syllabus for Final Exam

Chapter − *3*:

Page – 125 Competitive Force.

Page – 131 (Value Chain Model).

Chapter − *6*:

$$SQL-Self\ Study$$

Short Notes: Page – 255, 257

Chapter − 7:

Page - 280 Fig- 7.1

Page – 282 Fig- 7.2 (Self Study)

Page – 282

Page – 285 Fig- 7.5 (Self Study)

Page – 286 Table- 7.1

Page - 290

Page – 295 Voice Over IP (Self Study)

Page – 300 Fig- 7.11 (Self Study)

Page - 301 Fig- 7.12

Page - 304 Web2.0, Web3.0

Page – 311 Fig- 7.15

Short Notes:

Page – 298 (Unified Communications, Virtual Private Networks), Page 299 (Hypertext, URL)

Chapter - 10:

Page – 404 (Self Study)

Page – 405 Why E-Commerce Is Different

Page – 407 Table– 10.2

Page – 410 Fig- 10.2

Page – 413 (Types of E-Commerce)

Page – 414 Table- 10.5

Page – 416 (E-Commerce Revenue Model)

Page – 422 Table 10.6 (Self Study)

Short Notes:

Digital goods, Digital Marketing, Affiliate marketing, Social media marketing, E-mail marketing, M-commerce, Mobile commerce, Domain, Boosting, Different types of boosting.