

Enrollment No.....



Faculty of Management
End Sem (Odd) Examination Dec-2017
MS5CO15 Management Information Systems

Programme: MBA

Branch/Specialisation: Management

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- Q.1
- i. Management information systems (MIS) 1
 - (a) Create and share documents that support day-to-day office activities
 - (b) Process business transactions
 - (c) Capture and reproduce the knowledge of an expert problem solver
 - (d) Use the transaction data to produce information needed by managers to run the business
 - ii. Which of the following is NOT an objective of MIS? 1
 - (a) Facilitate the decisions-making process
 - (b) recruit people for system
 - (c) Support decision-making
 - (d) Provide requisite information at each level of management
 - iii. Which of the following models helps in the decision-making process? 1
 - (a) Simon-Cummins Model (b) Lewis-Simon Model
 - (c) Herbert-Simon Model (d) Lewis-Cummins Model
 - iv. Decision makers who are concerned with tactical (short-term) operational problems and decision making are - 1
 - (a) Middle managers (b) Executive managers
 - (c) Supervisors (d) Mobile managers
 - v. Which of the following is a computer based system that stores and manipulates data that are viewed from a geographical point or reference? 1
 - (a) Geographic System (GS)
 - (b) Database System (DS)
 - (c) Geographical Information System (GIS)
 - (d) Software System (SS)

P.T.O.

[2]

- vi. Data mining cannot be done if **1**
(a) Operational data has not been archived
(b) Earlier management decisions are not available
(c) The organization is large
(d) All processing had been only batch processing
- vii. Which of the following statements are the disadvantages of Expert System? **1**
(I) They cannot handle inconsistent knowledge
(II) They cannot apply judgement and intuition recognized as important ingredients of problem solving.
(a) Only I (b) Only II (c) Both I and II (d) None of these
- viii. Prototypes are used in - **1**
(a) Model-driven analysis (b) Object-oriented analysis
(c) Traditional approaches (d) Accelerated systems analysis
- ix. Which computer based model is developed after human brain? **1**
(a) Fuzzy Logic (b) Neural Network
(c) Virtual Reality (d) All of the above
- x. Contemporary Information Systems are interfacing with customers and suppliers using : **1**
(a) BPR (b) CRM (c) SCM (d) Both (b) and (c)

- Q.2 i. Define MIS. **2**
ii. State the objectives of MIS. **3**
iii. Explain the use of information for competitive advantage. Cite suitable example. **5**

OR iv. Why is MIS looked upon as a strategic need of management today? **5**

- Q.3 i. Explain the concept of decision making. **3**
ii. How does one go about making a decision, according to Herbert Simon's Model? **7**

OR iii. Explain different types of information. **7**

- Q.4 i. Define DBMS. **3**
ii. What do you mean by Network Topology? Describe it's any three types with the help of diagram. **7**

[3]

OR iii. Write short note on – **7**
(a) Data Warehousing (b) Data Mining

Q.5 i. What is expert system in artificial intelligence? **3**
ii. Describe SDLC approach to design an information system. Explain its phases. **7**

OR iii. Define Prototype. Explain its advantages and disadvantages. **7**

Q.6 Write notes on any two of the following:
i. Executive Information System **5**
ii. ERP **5**
iii. Artificial Intelligent technologies in business **5**

MS5CO15 Management Information Systems
Marking Scheme

Q.1	i.	(d) Use the transaction data to produce information needed by managers to run the business	1
	ii.	(b) Recruit people for system	1
	iii.	(c) Herbert-Simon Model	1
	iv.	(a) Middle managers	1
	v.	(c) Geographical Information System (GIS)	1
	vi.	(a) Operational data has not been archived	1
	vii.	(c) Both I and II	1
	viii.	(d) Accelerated systems analysis	1
	ix.	(b) Neural Network	1
	x.	(d) Both (b) and (c)	1
Q.2	i.	Definition – 2 marks	2
	ii.	Any 3 objectives – 1 mark for each correct point	3
	iii.	Use of MIS in different functional areas (HR, marketing, Finance, Operations etc) – any 5 point 1 mark for each point with description and example Without example ½ mark	5
OR	iv.	Any 5 point with description – 1 mark for each correct point	5
Q.3	i.	3 marks for correct explanation	3
	ii.	Description of model – 1 marks 3 phases – 6 marks (2 marks for each phase)	7
OR	iii.	Any 7 types with description – 1mark for each correct point	7
Q.4	i.	Correct definition – 3 marks	3
	ii.	Network Topology – 1 mark Types (any 3) with the help of diagram. – 2 marks each, without diagram 1 mark	7
OR	iii.	a) Data Warehousing – 3.5 b) Data Mining – 3.5	7
Q.5	i.	Definition – 3 marks	3
	ii.	SDLC – 1 marks Phases with description – 6 marks	7

OR	iii.	Prototype – 3 marks Advantages – 2 marks, disadvantage – 2 marks	7
Q.6		Attempt any two:	
	i.	Description with example – 5 marks	5
	ii.	Description with example – 5 marks	5
	iii.	Description with example – 5 marks	5
