

12042

MBA 2nd Year 3rd Semester (CBCS)

Examination, May-2018

MANAGEMENT INFORMATION SYSTEMS

Paper-17IMG23C2

Time allowed : 3 hours]

[Maximum marks : 80

Note : Section-A is compulsory. Attempt at least one question from each unit in Section-B. All questions carry equal marks.

Section-A

1. (a) State four benefits of good MIS ?
- (b) List out applications of Artificial Intelligence.
- (c) What is prototyping in system development ?
- (d) What are the Industrial applications of Fuzzy logic ?
- (e) Describe the components of DSS ?
- (f) Critical Success Factor (CSF) is a popular concept in DSS design.
- (g) DSS is a subject of computer based Information system.
- (h) Describe the characteristics and capabilities of a DSS.

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Section-B**Unit-I**

2. "Proper applications of MIS increase productivity, efficiency and effectiveness leading to competitive advantage." In the light of this statement justify the need of MIS in an organization.
3. Compare the advantages and disadvantages of EDP, MIS and DSS in terms of various parameters. Explain the role of DSS and its application in today's business.

Unit-II

4. What are the contemporary measures of performance for an organization? How will you apply the Business Process Reengineering (BPR) to an organization to improve its information quality? Discuss the steps involved in this process.
5. What is Business Process Reengineering? Explain the need for Reengineering and different steps in implementing BPR in an organization.

Unit-III

6. Describe the merits and demerits of various strategies of hardware and software acquisition in a MIS development project.

7. What are the objectives of conducting a system analysis? What factors stimulate the need for a detailed system analysis?

Unit-IV

8. "The CRM applications are a convergence of functional components, advanced technologies and channels". Discuss.
9. What is Supply Chain Management (SCM)? How the e-SCM helps to improve the business? Write down the major trends in e-SCM. What are the benefits of e-SCM?