

Roll No.

12042

MBA 2 Year 3rd Semester (CBCS)

Examination – December, 2018

MANAGEMENT INFORMATION SYSTEM

Paper : 17IMG23C2

Time : Three Hours]

[Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : Section – A (Question No. 1) is *compulsory*. Attempt *one* question from each Unit in Section – B. All questions carry equal marks.

SECTION – A

1. (a) Define the term DSS.
- (b) What are the goals of CRM ?
- (c) Enlist automated tools for information management.
- (d) Differentiate Data and Information.
- (e) Explain in brief Operations Support Systems (OSS).
- (f) Define Artificial Intelligence (AI).

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- (g) What is Executive Information System ?
- (h) What are the Industrial applications of Fuzzy Logic ?

SECTION - B

UNIT - I

- 2. (a) What is MIS ? Discuss various activities performed by MIS in an organization.
- (b) Explain three level architecture of MIS along with its characteristics and functions.
- 3. What are the components and benefits of GDSS ? What are the factors that affect GDSS ?

UNIT - II

- 4. Describe the strategic role of management information systems in business. Why is the integration and aggregation important in information systems ?
- 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 ?

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UNIT - IV

- 8. Explain how a supply chain strategy differs from traditional strategies for coordinating operations among firms.
- 9. What are the risks of ERP implementation ? Discuss risk management in ERP implementation.

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