

Roll No.

12042

**MBA 2 Year 3rd Semester (CBCS)
(Re-Appear) Examination – October, 2020**

MANAGEMENT INFORMATION SYSTEM

Paper : 17IMG23C2

Time : 1.45 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 : Attempt any *three* questions. All questions carry equal marks.

1. Explain the following :

- (a) Data Communication
- (b) Distributed Database
- (c) Information system for strategic advantage
- (d) System Development Life Cycle
- (e) Need for system testing
- (f) Supply chain management
- (g) Executive information system
- (h) Virtual Reality

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2. Explain the basic concept and structure of management information system. What are the factors affecting MIS in a business organization ?
3. Clarify the concept of decision support system and explain each of its components. Also enumerate various steps involved in constructing a decision support system.
4. How the information systems help organizations in breaking their business barriers ? Also briefly describe the strategic role of information systems in improving the business quality.
5. What do you mean by business process reengineering ? Why reengineering of a business process is required ? What are the various steps involved in performing business process reengineering ?
6. What do you understand by an information system plan ? Discuss various techniques of information system planning along with their relative advantages and disadvantages.
7. Discuss various methods commonly employed to convert an old system with newer one along with their strong and weak points over one another.
8. (a) What do you mean by system maintenance ? Describe in brief different methods used for maintenance of information systems.

(b) How information systems can be used for customer relationship management ?

9. Write short notes on the following :
 - (i) Enterprise resource planning
 - (ii) AI technologies in business
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