

Roll No.

12042

MBA 2 Yr. 3rd Semester (CBCS)

Examination – March, 2021

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 is *compulsory*. Attempt *one* question from each Unit in Section – B. All questions carry equal marks.

SECTION – A

1. Write very short note on following : $2 \times 8 = 16$

- (a) Define MIS.
- (b) What is Group Decision Support System ?
- (c) Make a diagram of Physical view of MIS.
- (d) Make a diagram of Conceptual view of MIS.

- (e) Define Neural Network.
- (f) Differentiate between Data and Information.
- (g) Robotics.
- (h) Fuzzy Logic.

SECTION – B

UNIT – I

- 2. What is Management Information System ? Describe its features, needs and concepts in detail. 16
- 3. What is Decision Support System ? Explain its Role, Components and Classification in detail. 16

UNIT – II

- 4. What is Information System for Strategic Advantage ? Describe in detail. 16
- 5. Write short notes on any *two* : 8 × 2 = 16
 - (a) BBB
 - (b) BPR
 - (c) Steps to improve business qualities

UNIT – III

- 6. Describe System Development Life Cycle in detail. 16
- 7. What is Conversion ? Explain its methods in detail. 16

UNIT – IV

- 8. What is Customer Relationship Management ? Explain CRM in detail. 16
- 9. Write short notes on any *two* : 8 × 2 = 16
 - (a) SCM
 - (b) Artificial Intelligence
 - (c) EIS