

# END TERM EXAMINATION

FIFTH SEMESTER [BBA] NOVEMBER-DECEMBER 2016

Paper Code: BBA-307

Subject: Management Information System

BBA(TTM)-307

BBA(B&I)-307

BBA(CAM)-307

BBA(MOM)-307

Time : 3 Hours

Maximum Marks :75

**Note: Attempt any five questions.**

- Q1. What is Data? How is it different from that of information? With the help of suitable example, prove that "every information is a processed data but the reverse is not true". (15)
- Q2. Based on decision making levels in the organization, what is the classification of Information System? Briefly explain the functions and characteristics of Transaction Processing System (TPS). (15)
- Q3. What is Management Information System (MIS)? Briefly explain the application of MIS into following functional areas:- (15)
- a) Marketing
  - b) Finance
  - c) Human Resource
- Q4. What do you mean by System Development Life Cycle? Explain all the phases briefly. Which phase, you feel, is most creative and why? (15)
- Q5. a) A DSS is used to achieve effectiveness while as MIS is used to achieve the efficiency. Comment with suitable example. (7.5)
- b) Discuss the applications of an Expert system. (7.5)
- Q6. How does Information System help in Strategic Planning? Explain with suitable example. (15)
- Q7. a) What is a database? What are the advantages of using database approach over traditional file approach for storage and retrieval of data? Explain with example. (7.5)
- b) Explain the characteristics of Executive Information System. (7.5)
- Q8. In context of Information System, what are the strategic uses of Information Technology (IT)? Explain with suitable example. (15)
- Q9. Write short notes on any three of the following: (5x3=15)
- a) Use of multimedia in MIS
  - b) Data Warehousing and Data mining
  - c) Distributed Processing
  - d) Cost Benefit Analysis

\*\*\*\*\*