

# END TERM EXAMINATION

FIFTH SEMESTER [BBA] DECEMBER 2017

Paper Code: BBA 307

Subject: Management Information System

BBA(TTM)-307

BBA(B&I)-307

BBA(MOM)-307

BBA(CAM)-307

Time : 3 Hours

Maximum Marks :75

Note: Attempt any five questions including Q. No. 1 which is compulsory.

- Q1. Write short notes of the following: (5x5=25)
- Cost/Benefit Analysis
  - Data Warehousing and Data Mining
  - Centralized Vs. Distributed Processing
  - Transaction Processing System
  - How various human resources are managed?
- Q2. a) "MIS helps in developing product right while as DSS helps in developing right product". (6)  
b) Briefly differentiate Executive Information System from that of Expert System. (6.5)
- Q3. a) What do you mean by Open and Closed Systems? Explain with suitable examples. (6)  
b) What are the advantages of integrating the Information System with the organization system? Explain with suitable example. (6.5)
- Q4. Explain the applications of MIS into following functional areas:-  
a) Marketing (6)  
b) Finance (6.5)
- Q5. What is System Development Life Cycle? What are its different phases? Explain them briefly. (12.5)
- Q6. How Information needs of an organization is assessed? While doing it, how important is consider qualitative and quantitative aspects? Explain with suitable example. (12.5)
- Q7. What is Multimedia? What are the limitations of Traditional Databases? How DBMS overcome them? Briefly discuss. (12.5)
- Q8. a) What is Multimedia? How does it help in Information Processing? Explain with suitable example. (6)  
b) What are the strategic uses of Information Technology (IT) for Information Systems? Explain with suitable example. (6.5)

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