Enrollment No......................................

Faculty of Management
End Sem (Odd) Examination Dec-2018
MS5CO15 Management Information Systems

Programme: MBA   Branch/Specialisation: All

Duration: 3 Hrs.   **Maximum Marks: 60**

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

Q.1 i.   A management information system is one which   **1**
           (a) Is required by all managers of an organization
           (b) Processes data to yield information of value in tactical
               management
           (c) Provides operational information
           (d) Allows better management of organizations

     ii.   Tactical information is needed for   **1**
           (a) Day to day operations   (b) Meet government requirements
           (c) Long range planning   (d) Short range planning

     iii. Simon's Model is useful in   **1**
           (a) Programmed Decisions   (b) Non-programmed decisions
           (c) Uncertainty   (d) Ambiguity

     iv.   Important attribute of information quality in decision making is: **1**
           (a) Economical   (b) Media.
           (c) Presentation.   (d) Relevance

     v.   Data mining is used to aid in   **1**
           (a) Operational management
           (b) Analyzing past decision made by managers
           (c) Detecting patterns in operational data
           (d) Retrieving archival data

     vi.   Network that is usually owned privately and links devices in   **1**
           single office is called
           (a) LAN   (b) MAN   (c) WAN   (d) Internetwork

                                                                    P.T.O.

vii. RAD stands for   **1**
(a) Random Application Development
(b) Rapid Application Design
(c) Rapid Application Development
(d) Revolutionary Application Design

viii. _____is a technique for quickly building a functioning **1**
and incomplete model of an information system.
(a) Prototype (b) RAD   (c) SDLC   (d) None of these

ix. An information system that supports the planning and assessment **1**
needs of executive management is
(a) DSS   (b) TPS   (c) EIS   (d) MIS

x. Cross-functional information systems are: **1**
(a) Distributed information systems
(b) Multi modal information systems
(c) Information systems that support relevant business processes
    from several business functions
(d) None of these

Q.2 i. Define the term Data, Information & Knowledge. **3**
ii. What do you mean by MIS? Mention different types of **7**
Information Systems.
OR iii. Explain how Management Information System can give a **7**
Competitive Advantage to a firm?

Q.3 i. What are important Attributes of Quality of Information? **3**
ii. Differentiate between Herbert Simon's Model and Classical **7**
Model of Decision Making.
OR iii. "MIS have become the important tool used by managers in **7**
decision making". Discuss the need of MIS in various sectors in
the context of above statement.

Q.4 i. Mention various applications of Geographical Information **3**
System.
ii. Discuss different types of Computer Networks and topologies **7**
with examples.

OR iii. Data Warehouse provides memory whereas Data Mining **7**
provides Intelligence. Illustrate this statement with examples.

Q.5 i. "Artificial Intelligence can be used to develop machines that can **3**
think and act like human" Explain.
ii. Define System Development Life Cycle. Explain various phases **7**
of SDLC with examples.
OR iii. What do you mean by Prototyping? How is it different from **7**
Rapid Application Development (RAD)?

Q.6 Attempt any two
i. Discuss the applications of MIS in Enterprise Resource Planning **5**
(ERP).
ii. Why Virtual reality is considered as future technology for **5**
businesses.
iii. Define Security systems. What are the benefits of Biometric **5**
security systems?

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<div align="center">Marking Scheme</div>
<div align="center">MS5CO15 Management Information Systems</div>

Q.1 i.   A management information system is one which   1
           (b) Processes data to yield information of value in tactical management
     ii.   Tactical information is needed for   1
           (d) Short range planning
     iii. Simon's Model is useful in   1
           (b) Non-programmed decisions
     iv.   Important attribute of information quality in decision making is: 1
           (d) Relevance
     v.   Data mining is used to aid in   1
           (c) Detecting patterns in operational data
     vi.   Network that is usually owned privately and links devices in single office is called   1
           (a) LAN
     vii. RAD stands for   1
           (c) Rapid Application Development
     viii. _____is a technique for quickly building a functioning and incomplete model of an information system.   1
           (a) Prototype
     ix.   An information system that supports the planning and assessment needs of executive management is   1
           (c) EIS
     x.   Cross-functional information systems are: 1
           (c) Information systems that support relevant business processes from several business functions

Q.2 i.   Definition   3
           Data   1 mark
           Information   1 mark
           Knowledge.   1 mark
     ii.   Meaning of MIS   3 marks   7
           Types of Information Systems.   4 marks
OR   iii. Management Information System can give a Competitive   7
           Advantage to a firm

Q.3 i.   Any six important Attributes of Quality of Information   3
           0.5 mark for each   (0.5 mark * 6)
     ii.   Herbert Simon's Model   4 marks   7
           Classical Model   3 marks
OR   iii. Need of MIS in various sectors in the context of above statement   7

Q.4 i.   Applications of Geographical Information System.   3
     ii.   Types of Computer Networks   4 marks   7
           Types of topologies   3 marks
OR   iii. Data Warehouse   3 marks   7
           Data Mining   4 marks

Q.5 i.   "Artificial Intelligence can be used to develop machines that can think and act like human"   3
     ii.   System Development Life Cycle   3 marks   7
           Phases of SDLC   4 marks
OR   iii. Prototyping   3 marks   7
           Rapid Application Development (RAD)   4 marks

Q.6   Attempt any two
     i.   Applications of MIS in Enterprise Resource Planning (ERP).   5
     ii.   Why Virtual reality is considered as future technology for businesses.   5
     iii. Security systems   3 marks   5
           Benefits of Biometric security systems 2 marks

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