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

Faculty of Management Studies
End Sem Examination May-2024
MS5CO15 Management Information Systems
Programme: MBA   Branch/Specialisation: Management

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. Assume suitable data if necessary. Notations and symbols have their usual meaning.

Q.1   i.   Management information systems (MIS) stands for-   **1**
               (a) Create and share documents that support day-today office activities
               (b) Process business transactions (e.g., time cards, payments, orders, etc.)
               (c) Capture and reproduce the knowledge of an expert problem solver
               (d) Use the transaction data to produce information needed by managers to run the business

    ii.   Data is-   **1**
               (a) Processed information
               (b) Semi processed information
               (c) Raw facts
               (d) None of these

    iii.   Information must have-   **1**
               (a) Accuracy   (b) Timeliness (c) Complete   (d) All of these

    iv.   Who can take strategic decisions?   **1**
               (a) Operation managers   (b) Top mangers
               (c) Middle level manger   (d) CEO

    v.   If a university sets up a web-based information system that faculty   **1**
               could access to record student grades and to advise students, that would be an example of a/an -
               (a) CRM   (b) Intranet   (c) ERP   (d) Extranet

vi.   A web blueprint depicts: **1**
(a) The layout of an individual web page
(b) The layout of the home page
(c) The layout of an index page
(d) The layout of a website

vii.   A task of developing a technical blueprint and specifications for a   **1**
solution that fulfils the business requirements is undertaken in the
following phase of the system development process:
(a) System initiation   (b) System implementation
(c) System design   (d) System analysis

viii.   The full form of RAD is-   **1**
(a) Rapid Analysis Design
(b) Rapid Application Design
(c) Rapid Application Development
(d) Rapid Analysis Development

ix.   An information system that supports the planning and assessment   **1**
needs of executive management is-
(a) DSS   (b) TPS   (c) ERP   (d) None of these

x.   Contemporary Information Systems are interfacing with customers   **1**
and suppliers using:
(a) BPR   (b) SCM
(c) CRM   (d) Both (b) and (c)

Q.2   i.   What are the major source of data and information?   **2**
   ii.   Explain hierarchy of information.   **3**
   iii.   Define MIS. Explain its characteristics.   **5**
OR   iv.   Do you think information system is important for any business   **5**
organisation? Justify your answer with suitable example.

Q.3   i.   Differentiate between structured and unstructured decisions.   **2**
   ii.   Is information needs are different according to the level of   **8**
management? Explain type of information required in a business
organization.
OR   iii.   Explain the process of decision making in a business organization   **8**
of your choice.

Q.4   i.   Define data mining. Explain its procedure in brief.   **3**
   ii.   Define the term information technology and its role in the success   **7**
of an organization.
OR   iii.   What are the prominent Internet topologies? Which one is the best   **7**
topology to implement in an educational institution?

Q.5   i.   Explain CASE tools. Is CASE tools are sufficient for developing   **4**
MIS?
   ii.   Explain stages of SDLC with example.   **6**
OR   iii.   What are different types of information system?   **6**

Q.6   Attempt any two:
   i.   Explain applications of AI in information system.   **5**
   ii.   Explain the following: **5**
(a) SCM   (b) CRM
   iii.   How one can manage security and ethical challenges of information   **5**
system?

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Marking Scheme
Management Information Systems (T) - MS5CO15 (T)

Q.1 i) Management information systems (MIS) stands for   **1**
(d) use the transaction data to produce information needed by managers to run the business

ii) Data is   **1**
(c) Raw facts

iii) Information must have   **1**
(d) All the above

iv) Who can take strategic decisions   **1**
(b) Top mangers

v) If a university sets up a web-based information system that faculty could access to record student grades and to advise students, that would be an example of a/an   **1**
(b) Intranet

vi) A web blueprint depicts: **1**
(d) the layout of a website

vii) A task of developing a technical blueprint and specifications for a solution that fulfils the business requirements is undertaken in the following phase of the system development process   **1**
(c) system design

viii) The Full Form of RAD is   **1**
(c) Rapid Application Development

ix) An information system that supports the planning and assessment needs of executive management is   **1**
(d) None of the above

x) Contemporary Information Systems are interfacing with customers and suppliers using :   **1**
(b) Both CRM and SCM   (As per explanation)

Q.2 i. What are the major source of data and information?   **(0.5 mark*4)**
Four source

ii. Explain hierarchy of information?   **(0.5 mark*4)**
(Descriptive with pyramid of information)

iii. Define MIS.   **2 mark**
characteristics.   (As per explanation)   **3 mark**
OR iv. Importance of information system   **3 mark**
Justify your answer with suitable example.   **2 mark**
(As per explanation)

Q.3 i. Definition of structured and unstructured decisions.   **1 mark each**
(As per explanation)

ii. Is information needs are different according the level of management?   **4 mark**
Explain type of information required in a business organization.   (As per explanation)   **4 mark**
OR iii. Explain the process of decision making in a business organization of your choice.   **8 marks**
(Descriptive)

Q.4 i. Define data mining.   (As per explanation)   **1 mark**
procedure   **2 mark**
ii. Define the term information technology and its role in the success of an organization.   **7 mark**
(Descriptive)
OR iii. What are the prominent Internet topologies?   **4 mark**
Which one is the best topology to implement in an educational institution?   (As per explanation)   **3 mark**

Q.5 i. Explain CASE tools.   **2 mark**
Is CASE tools are sufficient for developing MIS?   **2 mark**
(As per explanation)
ii. Explain stages of SDLC with example.   **6 marks**
(Descriptive)
OR iii. What are different types of information system?   **6 marks**
(Descriptive)

Q.6
i. Explain applications of AI in information system.   **5 marks**
(Descriptive)

ii.	Explain the following	**2.5**
	1. SCM	**marks**
	2. CRM (As per explanation)	**each**
iii.	security issues	**2.5**
	and ethical challenges of information system	**marks**
	(As per explanation)	**each**

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