Total No. of Questions: 6 *Total No. of Printed Pages:3*

Enrollment No.....

Faculty of Management Studies

End Sem (Odd) Examination Dec-2019

MS5CO15 Management Information System

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.

Q.1 i. The Information of MIS comes from **1**

(a) Internal source (b) External source

(c) Both (a) and (b) (d) None of these

ii. The backbone of any organization is **1**

(a) Information (b) Employee

(c) Management (d) Capital

iii. Important attribute of information quality in decision making is: **1**

(a) Economical (b) Media

(c) Presentation (d) Relevance

iv. Internal information for MIS may come from any one of the following departments: **1**

(a) Customers care department

(b) HR department

(c) Marketing department

(d) Production department

v. Data mining is used to aid in: **1**

(a) Operations management

(b) Analysing past decisions made by managers

(c) Detaching pattern in operational data

(d) Retrieving archival data

vi. The Synonym for data mining is **1**

(a) Data warehouse

(b) Knowledge discovery in database

(c) ETL

(d) Business intelligence

P.T.O.

vii. In an expert system, the need for speed arises **1**
(a) If simple or moderately complex decisions are made hundreds or thousands of times
(b) If a situation presents a set of symptoms
(c) If workers learn the business rules of their job while using the system
(d) If many situations use the same basic input.

viii. The fundamental objective of system analysis is to: **1**
(a) Understand computer hardware
(b) Train managers in mathematical analysis
(c) Study and understand a complex system and modify it in some way
(d) Run simulation programs

ix. Fuzzy logic is usually represented as **1**
(a) IF-THEN-ELSE rules (b) IF-THEN rules
(c) Both (a) and (b) (d) None of these

x. Neural Networks are complex _____ with many parameters. **1**
(a) Linear Functions (b) Nonlinear Functions
(c) Discrete Functions (d) Exponential Functions

Q.2 i. Define the term system and its characteristics. **2**
ii. Explain the strategic role of Management Information system. **3**
iii. Explain the need of information system in current business scenario. **5**
OR iv. Define MIS. Also discuss the in MIS architecture in detail. **5**

Q.3 i. Differentiate between data and information. **2**
ii. Explain the concept of decision making. Explain Herbert and Simons Model of decision making. **8**
OR iii. Explain the role of information system in decision making and strategy building. What are the different characteristics of information? **8**

Q.4 i. Differentiate between data warehousing and data mining. **3**
ii. What is network topologies? Explain various topologies with diagram. **7**

OR iii. Define Information technology. **7**
Write short notes on:
(a) Geographical Information system
(b) Call centers

Q.5 i. Define prototype. State its features. Explain the advantage and disadvantage of prototyping. **4**
ii. Explain the different phases of System development life cycle. **6**
OR iii. What do you mean by case tools? Explain important case tools with example. **6**

Q.6 Attempt any two:
i. Define EIS. Explain its characteristics. **5**
ii. What is meant by Artificial Intelligence? Discuss its various applications. **5**
iii. "Transaction processing system is cost effective for the organization." justify your answer with example. Write the application areas of Transaction processing system. **5**

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Marking Scheme
MS5CO15 Management Information System

Q.1	i.	The Information of MIS comes from (c) Both (a) and (b)		**1**
	ii.	The backbone of any organization is (b) Employee		**1**
	iii.	Important attribute of information quality in decision making is: (d) Relevance		**1**
	iv.	Internal information for MIS may come from any one of the following departments: (a) Customers care department		**1**
	v.	Data mining is used to aid in: (c) Detaching pattern in operational data		**1**
	vi.	The Synonym for data mining is (b) Knowledge discovery in database		**1**
	vii.	In an expert system, the need for speed arises (a) If simple or moderately complex decisions are made hundreds or thousands of times		**1**
	viii.	The fundamental objective of system analysis is to: (c) Study and understand a complex system and modify it in some way		**1**
	ix.	Fuzzy logic is usually represented as (b) IF-THEN rules		**1**
	x.	Neural Networks are complex _____ with many parameters. (a) Linear Functions		**1**
Q.2	i.	Define the term system Its characteristics.(At least 2 characteristics)	1 mark 1 mark	**2**
	ii.	Role of MIS (at least 3 roles)	(1 mark*3)	**3**
	iii.	Need of information system in current business scenario. (Descriptive)	 5 marks	**5**
OR	iv.	Define MIS. MIS architecture.	2 marks 3 marks	**5**
Q.3	i.	4 Difference between data and information.	(0.5 mark*4)	**2**
	ii.	Concept of decision making. Herbert and Simons Model	3 marks 5 marks	**8**
OR	iii.	Explanation of decision making and strategy building. Different characteristics of information	4 marks 4 marks	**8**
Q.4	i.	6 Difference	(0.5 mark*6)	**3**
	ii.	Define network topologies 4 Types topologies with diagram.	2 marks 5 marks	**7**
OR	iii.	Define Information technology and explanation Write short notes on: (a) Geographical Information system (b) Call centers	2 marks 2.5 marks 2.5 marks	**7**
Q.5	i.	Define prototype. State its features. Advantage and disadvantage of prototyping.	2 marks 2 marks	**4**
	ii.	Different phases of SDLC.	(1 mark*6)	**6**
OR	iii.	Define case tools Important case tools with example.	3 marks 3 marks	**6**
Q.6		Attempt any two:		
	i.	Define EIS. Characteristics.	2 marks 3 marks	**5**
	ii.	Define Artificial Intelligence Applications	2 marks 3 marks.	**5**
	iii.	"Transaction processing system is cost effective for the organization." justify your answer with example. Application areas of Transaction processing system.	2 marks 3 marks	**5**

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