

Enrollment No.....



Faculty of Management Studies

End Sem (Odd) Examination Dec-2022

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.

- 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 managers  
 (c) Middle level manager (d) CEO
- 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**  
 (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

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- 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**  
 (a) System initiation (b) System implementation  
 (c) System design (d) System analysis
- viii. Which of the following is a deliverable of the system implementation phase in a formal system development process? **1**  
 (a) Technical hardware and software solution for the business problem  
 (b) Business problem statement  
 (c) Statement of the system users' business requirements  
 (d) Technical blueprint and specifications for a solution that fulfils the business requirements
- ix. An information system that supports the planning and assessment needs of executive management is **1**  
 (a) DSS (b) TPS (c) ERP (d) None of these
- x. Contemporary Information Systems are interfacing with customers and suppliers using: **1**  
 (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. Also explain its characteristics. **5**
- OR iv. Do you think information system is important for any business organisation? Justify your answer with suitable example. **5**
- Q.3 i. Differentiate between structured and unstructured decisions. **2**  
 ii. Is information needs are different according the level of management? Explain type of information required in a business organization. **8**
- OR iii. Explain the process of decision making in a business organization of your choice. **8**
- Q.4 i. Define data mining. Also explain its procedure in brief. **3**  
 ii. Define the term information technology and its role in the success of an organization. **7**

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- OR iii. What are the prominent internet topologies? Which one is the best topology to implement in an educational institution? **7**
- Q.5 i. Explain CASE tools. Is CASE tools are sufficient for developing MIS? **4**  
 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 system. **5**

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**Marking Scheme**  
**MS5CO15 Management Information Systems**

Q.1	i)	Management information systems (MIS) stands for  (d) use the transaction data to produce information needed by managers to run the business	<b>1</b>
	ii)	Data is  (c) Raw facts	<b>1</b>
	iii)	Information must have  (d) All the above	<b>1</b>
	iv)	Who can take strategic decisions  (b) Top managers	<b>1</b>
	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  (b) Intranet	<b>1</b>
	vi)	A web blueprint depicts:  (d) the layout of a website	<b>1</b>
	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  (c) system design	<b>1</b>
	viii)	Which of the following is a deliverable of the system implementation phase in a formal system development process?  (a) technical hardware and software solution for the business problem	<b>1</b>
	ix)	An information system that supports the planning and assessment needs of executive management is  (d) None of the above	<b>1</b>

	x)	Contemporary Information Systems are interfacing with customers and suppliers using :  (b) Both CRM and SCM	<b>1</b>
Q.2	i.	What are the major source of data and information? Four source	<b>(0.5 mark*4)</b>
	ii.	Explain hierarchy of information? (Descriptive with pyramid of information )	<b>(0.5 mark*4)</b>
	iii.	Define MIS. characteristics.	<b>2 mark 3 mark</b>
OR	iv.	Importance of information system Justify your answer with suitable example.	<b>3 mark 2 mark</b>
Q.3	i.	Definition of structured and unstructured decisions.	<b>1 mark each</b>
	ii.	Is information needs are different according the level of management? Explain type of information required in a business organization.	<b>4 mark 4 mark</b>
OR	iii.	Explain the process of decision making in a business organization of your choice. (Descriptive)	<b>8 marks</b>
Q.4	i.	Define data mining. procedure	<b>1 mark 2 mark</b>
	ii.	Define the term information technology and its role in the success of an organization. (Descriptive)	<b>7 mark</b>
OR	iii.	What are the prominent Internet topologies? Which one is the best topology to implement in an educational institution?	<b>4 mark 3 mark</b>
Q.5	i.	Explain CASE tools. Is CASE tools are sufficient for developing MIS?	<b>2 mark 2 mark</b>
	ii.	Explain stages of SDLC with example. (Descriptive)	<b>6 marks</b>
OR	iii.	What are different types of information system?	<b>6 marks</b>

		(Descriptive)	
Q.6			
	i.	Explain applications of AI in information system. (Descriptive)	<b>5 marks</b>
	ii.	Explain the following 1. SCM 2. CRM	<b>2.5 marks each</b>
	iii.	security issues and ethical challenges of information system	<b>2.5 marks each</b>

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