



End Term (Even) Semester Examination May-June 2025

Roll no.....

Name of the Program and semester: Diploma IV
Name of the Course: *Management Information System*
Course Code: DTCS-405
Time: 3 hour

Maximum Marks: 100

Note:

- (i) All the questions are compulsory.
- (ii) Answer any two sub questions from a, b and c in each main question.
- (iii) Total marks for each question is 20 (twenty).
- (iv) Each sub-question carries 10 marks.

Q1. (2X10=20 Marks)

- a. Define Management Information System (MIS). Explain its role in modern business organizations with relevant examples. (CO1)
- b. Describe the process of management. How does MIS support planning, organizing, and controlling activities in an enterprise? (CO1)
- c. Explain various organizational structures. Discuss how the structure of an organization influences the design and implementation of MIS. (CO1)

Q2. (2X10=20 Marks)

- a. Discuss the role of MIS in key functional areas of a manufacturing firm—Production, Finance, and Marketing. (CO2)
- b. How is MIS effectively used in the service sector? Explain with real-world examples from hospitals and airlines. (CO2)
- c. Compare and contrast the use of MIS in banking and insurance industries. Highlight benefits and operational challenges. (CO2)

Q3. (2X10=20 Marks)

- a. What is a Decision Support System (DSS)? Describe its components and how it aids managerial decision-making. (CO3)
- b. Define data warehouse. Explain its architecture, design process, and role in data analysis. (CO3)
- c. What is data mining? Discuss how businesses utilize data mining techniques for decision support. (CO3)

Q4. (2X10=20 Marks)

- a. What is ERP? Explain its basic features, benefits, and steps involved in its implementation. (CO4)
- b. Define Customer Relationship Management (CRM). Explain the three phases of CRM and its strategic importance in business. (CO4)
- c. Explain the concept and types of E-Commerce (B2B, B2C, C2C). How does MIS support e-commerce operations? (CO4)

Q5. (2X10=20 Marks)

- a. Identify key threats and vulnerabilities in MIS. How can risks be assessed and mitigated in an organization? (CO5)
- b. Discuss common security controls in MIS including physical, software, and management-level measures. (CO5)
- c. Explain ethical issues related to MIS with respect to privacy, intellectual property, and data accuracy. (CO5)