Graphic Era
HILL UNIVERSITY
Established by an Act of the State Legislature of Uttarakhand (Adhiniyam Sankhya 12 of 2011)
University under section 2(f) of UGC Act, 1956

End Term (Odd) Semester Examination November 2025

Roll no...............................

Name of the Course and semester: BBA III
Name of the Paper: Management Information System
Paper Code: BBA305

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. Differentiate between *data* and *information*. Explain how data transforms into meaningful information in an organization with a suitable example.(CO1)
b. Discuss the major **components of MIS** and explain how each component contributes to effective decision-making.(CO1)
c. Explain the **classification of MIS** and analyze how an **Enterprise Resource Planning (ERP)** system integrates various business processes. (CO1)

Q2.   (2X10=20 Marks)
a. Describe the **System Development Life Cycle (SDLC)**. Discuss how SDLC ensures the quality and effectiveness of MIS projects. (CO2)
b. Compare and contrast the **Waterfall** and **Agile** methodologies. Which one is more suitable for dynamic business environments and why? (CO2)
c. Explain the concept of **change management** in MIS implementation. Illustrate the challenges organizations face during this process. (CO2)

Q3.   (2X10=20 Marks)
a. Evaluate the role of **cloud computing** in transforming traditional MIS. Discuss its advantages and risks for organizations. (CO3)
b. Discuss how **Big Data Analytics** and **Business Intelligence (BI)** support strategic decision-making in modern organizations. (CO3)
c. Analyze the impact of Artificial Intelligence (AI) and Machine Learning (ML) on MIS functions. Provide examples of their real-world applications. (CO3)

Q4.   (2X10=20 Marks)
a. With the help of a diagram, explain the E-R Model and discuss its importance in database design. (CO4)
b. What is database normalization? Explain its levels and importance in maintaining data integrity(CO4)
c. Describe the basic network types (LAN, WAN, VPN, Intranet, Extranet) and analyze how they support organizational communication. (CO4)

Q5.   (2X10=20 Marks)
a. Discuss the major ethical issues related to information systems—privacy, accuracy, property, and accessibility—with suitable examples. (CO5)
b. Explain the significance of legal frameworks such as GDPR and HIPAA in managing information systems securely. (CO5)

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c. Evaluate the principles of information security (confidentiality, integrity, availability) and propose strategies to mitigate common security threats in MIS (CO5).