



## SECTION-B

2. What is a System? What are the characteristics of a System? Discuss the components of a system with an example.
3. Define an Information System. Discuss different kinds of information systems in detail.
4. Elaborate the Robert Anthony's hierarchy of management activity.
5. Critically discuss the Simon's model of decision making.
6. Discuss in detail the Gorroo and Scott Morton Grid of DSS.
7. What is a Marketing information system? What are the inputs and outputs of a Marketing MIS? Discuss the model for Marketing MIS.