

**BIM / Seventh Semester / IT 226: Management Information System**

*Candidates are required to answer all the questions in their own words as far as practicable.*

**Group "A"**

**1. Brief Answer Questions:**

**[10 × 1 = 10]**

- i. Define an information system.
- ii. How company can become Agile?
- iii. Write any one advantage of a virtual company.
- iv. Define knowledge management system.
- v. What do you mean by what-if analysis?
- vi. List OLAP activities.
- vii. List attributes of quality information.
- viii. Name different components of targeted marketing.
- ix. What do you mean by the threat of substitutes?
- x. Define database interrogation.

**Group "B"**

**Short Answer Questions:**

**[5 × 4 = 20]**

2. How marketing information system helps organization to become customer focused? Explain.
3. How can Internet technologies help a business form strategic alliances with its customers, suppliers, and others?
4. What are the most important HR applications a company should offer to its employees via a Web-based system? Why?
5. Define Enterprise Collaboration Systems. Discuss different tools for Enterprise Collaboration.
6. List different types of Information System. Describe Decision support systems.

**Group "C"**

**Comprehensive Questions:**

**[2 × 5 = 10]**

7. Provide an example to explain how information system can help organization to enhance its operational level tasks and activities.
8. What are the management challenges in developing IT solutions to solve business problems and meet new business opportunities?

