Name : ....

Roll No. : ....

Invigilator's Signature : ....

CS / MBA (NEW) / SEM-3 (PT) / MB-205 / 2010-11

2010-11

MANAGEMENT INFORMATION SYSTEM - II

Time Allotted : 3 Hours   *Full Marks* : 70

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words

as far as practicable.

GROUP – A

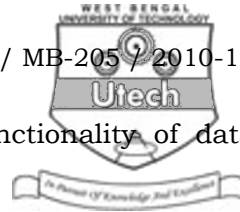### (Multiple Choice Type Questions)

1. Choose the correct alternatives for the following :   10 × 1 = 10

    i)   Fuzzy logic deals with
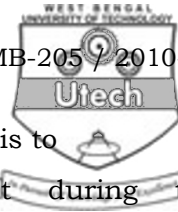
         a)   ambiguous data   b)   crisp data

         c)   incomplete data   d)   none of these.

    ii) Association Rules are associated with

         a)   Fuzzy logic   b)   Expert system

         c)   Data mining   d)   Prediction.

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iii) Which of the following is not a functionality of data warehouse ?

   a) Drill down   b) Smearing

   c) Pivot   d) Slice and dice.

iv) Goals of Data mining and knowledge discovery is

   a) prediction   b) identification

   c) classification   d) all of these.

v) SELECT command of SQL can be grouped into

   a) DML   b) DDL

   c) DXL   d) DCL.

vi) CREAT command of SQL can be grouped into

   a) DML   b) DDL

   c) DXL   d) DCL.

vii) Which is not a driver of SCM ?

   a) Logistic

   b) Pricing

   c) Information Technology

   d) Networking.

viii) What level of decision is appropriate for a manufacturing industry if it involves rearranging the work area, altering production schedules, changing inventory methods or expanding quality control measures ?

   a) Operational   b) Tactical

   c) Strategic   d) None of these.

ix) The purpose of decision support system is to

    a) replace a manager's judgment during the decision-making process

    b) provide a predefined sequence of analysis during the process of problem solving

    c) provide interactive assistance during the process of problem solving

    d) automate a manager's decision-making process.

x) Projections and responses to queries are information output characteristics associated with a/an

    a) DDS   b) MIS

    c) ESS   d) TPS.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following.   3 × 5 = 15

2. Differentiate between OLTP & OLAP.

3. Define and write the characteristics of MIS.

4. Differentiate Data, Database & DBMS.

5. Explain various documentation required in BPO.

6. What are the various components of DSS ? Discuss.

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following.   3 × 15 = 45

7. a) Explain the concept of ERP.
   b) Discuss the various steps involved in implementation of ERP.
   c) What are the advantages of ERP ?   3 + 9 + 3

8. a) Why should an organisation implement *e*-CRM ?

   b) Explain the drivers of *e*-SCM.

   c) Explain *e*-procurement & *e*-tailing.   4 + 8 + 3

9. a) What are the characteristics of Data warehousing ?

   b) Differentiate between knowledge discovery & data mining.

   c) Explain Data Mart & multidimensional Modelling.

10. a) Explain 3-schema architecture of database.

    b) Consider schema of two tables with key attribute underline. Answer the following queries :

       Emp (emp_id, name, age, sal, dept_no)

       Dept (dept_no, dept_name, manager_name)

       i) Find the employees whose salary is more than Rs. 25,000/-

       ii) Find the name of employee whose age is more than 59 years and belongs HR dept.

       iii) Create table Emp with emp_id as primary key & dept_no as foreign key.   6 + (3 × 3)

11. Write short notes on any *three* :   3 × 5

    a) BPO & KPO

    b) INSERT INTO, SELECT, UPDATE statement

    c) Extended ERP

    d) Functional subsystems

    e) Features of SAP.

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