M.B.A.

(SEM. III) EXAMINATION, 2008-09
MANAGEMENT INFORMATION SYSTEM

Time : 3 Hours]   *[Total Marks : 100*

Note :   (1)   *Attempt **all** questions.*

(2)   ***All** questions carry **equal** marks.*

(3)   *Be precise in your answer.*

1   Attempt any **four** parts of the following :   5×4=20

(a)   What do you understand by Data and Information? Explain the difference between the data and information with the help of atleast two examples.

(b)   List and briefly explain various categories under which Management Support Systems are being classified.

(c)   Explain the role played by MIS in today's competitive environment. How has MIS laid the foundation for converting data into information?

(d)   Briefly explain the role played by MIS for building a Decision Support System.

(e)   What do you understand by Information System? List and describe the various information systems in an organization.

(f) What are the capabilities of information systems that business must have to compete and survive in the Information Age?

2 Attempt any **four** parts of the following : 5×4=20

(a) What are the impact of Internet, Intranet and Extranet on organization and the process of management?

(b) Describe appropriate model for analyzing strategy at the business level, and the types of strategies and information systems that can be used to compete at this level.

(c) How is Intranet different from Extranet? How can companies use Extranet to streamline its Supply Chain Management (SCM)?

(d) What do you understand by Systems Approach to Problem Solving? Explain the same with the help of a business situation.

(e) What is the traditional systems life-cycle? Describe its advantages and disadvantages for system building?

(f) What do you understand by BPR? Describe the various steps involved in bringing out reengineering of business processes in an organization?

3 Attempt any **two** parts of the following: 10×2=20

(a) What is a Decision Support System? Describe the various components of a decision support system.

(b) What do you understand by Data Mining (DM)? How is DM used by the managers to improve their decision making?

(c) How is "What-if Analysis" same and/or different from "Sensitivity Analysis"? Explain with the help of two different examples.

4 Attempt any **two** parts of the following: 10×2=20

(a) Discuss the feasibility phase of system analysis? Also define the various phases and ways of cost-benefit analysis.

(b) What do you understand by Data Flow Diagram? How can it be useful in system analysis and designing phase? How does a DFD differ from data flow chart?

(c) Why do you think prototyping has become a popular way to develop new computer based business systems?

5 Briefly explain any **two** of the following : 10×2=20

(a) What do you understand by Neural Network? How is it different from fuzzy logic?

(b) List and explain the different ways by which you can secure information in an organization.

(c) What do you understand by Artificial Intelligence? Give some examples of artificial intelligence in business.

(d) What security and ethical issues should be kept in mind while building an information system for an organization?