

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7119

Roll No.

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**M.B.A.**

(SEM. III) ODD SEMESTER THEORY  
EXAMINATION 2010-11

**MANAGEMENT INFORMATION SYSTEM***Time : 3 Hours**Total Marks : 100*

- Note :—** (1) Attempt all the 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) Information technology can't really give a company a strategic advantage, because most competitive advantages don't last more than a few years and soon become strategic necessities that just raise the stakes of the game. Discuss.
- (b) Is there an ethical crisis in business today ? What role does Information Technology play in unethical business practices ?
- (c) Discuss the most important factors you would use in evaluating computer software.
- (d) Discuss Online Analytical Processing (OLAP) with the help of example.

- (e) Classify different types of reports of Management Information System (MIS).
- (f) Discuss enterprise application architecture of cross functional enterprise applications.

2. Attempt any two parts of the following :— (10×2=20)

- (a) Discuss classification of Information System. Elaborate component and resources of Information System.
- (b) Discuss Decision Support System (DSS), its components and packages. Decision Support System involves four basic types of analytical modeling activities. Discuss.
- (c) What are some of the limitations or dangers you see in the use of Artificial Intelligence (AI) technologies such as expert systems and virtual reality ? What could be done to minimize such effects ?

3. Attempt any two parts of the following :— (10×2=20)

- (a) How could a business use Internet Technologies to form a virtual company or become an agile competitor ?
- (b) MIS author and consultant Peter Keen says : “We have learned that it is not technology that creates a competitive edge, but the management process that exploits technology.” Explain. Classify different types of competitive forces and competitive strategies.
- (c) Differentiate between Business Process Reengineering and Business Improvement. Which would you prefer ? Explain.

Attempt any **two** parts of the following :— (10×2=20)

- (a) Elaborate various steps of System Development Life Cycle (SDLC) or Information System Development Cycle with the help of examples.
- (b) Why has prototyping become a popular way to develop business applications ? What are prototyping advantages and disadvantages ?
- (c) Discuss System Implementation Activities of System Development Cycle (SDLC) and elaborate why Post Implementation Review is important ?

Attempt any **two** parts of the following :— (10×2=20)

- (a) What is the role of Ethics in today's competitive and dynamic business environment ?
- (b) What is Customer Relationship Management (CRM) ? Should every company become a customer focused business ? Why or why not ?
- (c) Discuss security and privacy issues in today's Information Technology (IT) enabled business environment.