

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

**PAPER ID : 1448**

Roll No.

--	--	--	--	--	--	--	--	--	--

**M.C.A.**  
**(SEMESTER-IV) THEORY EXAMINATION, 2011-12**  
**MANAGEMENT INFORMATION SYSTEMS**

*Time : 3 Hours ]*

*[ Total Marks : 100*

**Note :** Attempt **all** Sections as directed.

**SECTION – A**

1. Attempt **all** parts of the following : 10 × 2 = 20
- (a) What is an Information System ? Define it.
  - (b) Describe the fundamental role of Information System in business.
  - (c) Define MIS (Management Information System) in brief.
  - (d) Explain DSS (Decision Support System) in brief.
  - (e) What is organizational planning ? How it is done ?
  - (f) Describe some characteristics of control process in brief.
  - (g) Define E-Commerce, and also explain the real application of it in brief.
  - (h) Describe the classification of Information System with suitable sketch.
  - (i) Explain the basic dimensions in which Information System function can be managed.
  - (j) What is ERP (Enterprise Resource Planning) ? Discuss some merits of it.

**SECTION – B**

2. Attempt any **three** parts. 3 × 10 = 30
- (a) Why business need Information Technology ? Explain in terms of changing business environment and IT-based innovations in business.
  - (b) What do you mean by End-user development ? How end-user development can be managed ? Also explain the benefits and limitations of it.

- (c) Describe the different organizational levels and also discuss the fundamental role of each level in the organization with suitable sketch.
- (d) Explain the term Internet, Intranet and Extranet, taking one suitable example, with merit of each in business.
- (e) Define CRM (Customer Relationship Management). Also discuss the different stages of CRM with key points to successful CRM implementation.

### SECTION – C

**Note : Attempt all questions.**

**5 × 10 = 50**

3. Discuss the effectiveness and efficiency criteria of information system by suitable example. 1 × 10 = 10

**OR**

Explain SDLC (System development life cycle) in brief with suitable sketch.

4. Establish the relationship between MIS and DSS (Decision Support System) with suitable sketch. 1 × 10 = 10

**OR**

Explain the information resource management and also establish the relationship with MIS taking one suitable example.

5. How Information System may be applicable for business operations ? Explain in detail. 1 × 10 = 10

**OR**

Explain in detail the different categories of E-Commerce with suitable example.

6. Discuss in detail the various planning process with suitable sketch. 1 × 10 = 10

**OR**

Elaborate the computation support for organizational planning, with suitable diagram.

7. What is ERP (Enterprise Resource Planning) ? Discuss the architecture of ERP in detail. 1 × 10 = 10

**OR**

Describe Procurement Management in detail with suitable diagram.