

Roll No.

56042

**MBA 2 Year 3rd Semester (Old) Batch
2011-2013**

Examination – December, 2017

MANAGEMENT INFORMATION SYSTEM

Paper : MBA-302

Time : Three Hours]

[Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : Section – A is *compulsory*. Attempt *one* question from each Unit in Section – **B**. All questions carry equal marks.

SECTION – A

1. (a) State four benefits of good MIS.
- (b) How MIS help in taking better decisions than worse decisions ?
- (c) Why is system audit required ?
- (d) List out applications of Artificial Intelligence.
- (e) Enumerate the characteristics of MIS.

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- (f) Why is testing of MIS important ?
- (g) What is prototyping in system development ?
- (h) What are the industrial applications of Fuzzy logic ?

SECTION – B

UNIT – I

- 2. "Proper applications of MIS increase productivity, efficiency and effectiveness leading to competitive advantage." In the light of this statement justify the role of MIS in an organization.
- 3. (a) Explain Concept of Group Decision Support System and its applications.
- (b) Discuss the characteristics of DSS.

UNIT – II

- 4. What are the contemporary measures of performance for an organization ? How will you apply the Business Process Reengineering (BPR) to an organization to improve its information quality ? Discuss the steps involved in this process.
- 5. "How is information systems planning linked to business planning ? What are some of the strategic issues in information systems planning ? How is cost/benefit analysis used in making investment decisions about information systems ?

UNIT – III

- 6. Describe the merits and demerits of various strategies of hardware and software acquisition in a MIS development project.

- 7. What are the objectives of conducting a system analysis ? What factors stimulate the need for a detailed system analysis ?

UNIT – IV

- 8. What is customer relationship management ? Why this has become important ? Describe the drivers of customer relationship management.
- 9. What is Supply Chain Management (SCM) ? How the e-SCM helps to improve the business ? Write down the major trends in e-SCM. What are the benefits of E-SCM ?