

END TERM EXAMINATION

FIFTH SEMESTER [BBA/BBA (B&I) (TTM)] DECEMBER-2008

Paper Code: BBA/BBA(B&I)/BBA(TTM)307

Subject: Management Information System

Paper Id: 17307

(Batch: 2005-2006)

18307

(Batch: 2005-2006)

50307

(Batch: 2004-2006)

Time : 3 Hours

Maximum Marks :75

Note: Q.1 is compulsory. Attempt any four questions selecting at least one from each Unit.

Section-A

Q. 1 Write short answers for any Five of the following: 3x5=15

- a) What are the information needs at different management levels?
- b) What is Decision support System?
- c) Define the term 'System Analysis'. What is its importance?
- d) Distinguish between Open and Closed System. Give example to support your answer.
- e) Contrast between Data and Information. Use examples.
- f) What are the attributes of good quality information?
- g) What are the uses of database in an Information system.

Unit-I

Q 2 Define the term "MIS". Discuss the relevance and importance of MIS to a business organization with the help of examples. 15

Q. 3 What are the various types of information systems that generally exist in an organization. Are these systems related? If yes, use an example of FMCG organization to support your answer? 15

Unit-II

Q. 4 a) Define the term 'system'? Discuss various classifications of system giving an example of each type. 10

b) Distinguish between Conceptual and Detailed Design of an Information system. 5

Q. 5 Discuss the SDLC approach for development of MIS. List its various stages stating output of each stage. 15

Unit-III

Q. 6 Explain the term decision-making giving an example. Explain the various phases in decision-making according to Simon's model. 15

Q. 7 List and explain the strengths and weaknesses of various methods of used for assessment of information needs of a business organization. 15

Unit-IV

Q. 8 What do you understand by the terms: Data warehousing and Data Mining. How are they useful to a business organization? Give examples. 15

Q. 9 Answer the following: 5x3=15

- a) Multimedia approach to Information Processing
- b) Centralized and Distributed Processing
- c) MIS in Tourism Industry