

Roll No.

12042

MBA 2 Year 3rd Sem. (old) CBCS
Examination – February, 2022

MANAGEMENT INFORMATION SYSTEM

Paper : ITMG23C2

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 : Attempt any *five* questions, selecting at least *one* from each Unit. Questions No. 1 is compulsory. All questions carry equal marks.

SECTION – A

1. Write short notes on the following :

- (a) Define the concept of MIS.
- (b) Difference between Data and Information.
- (c) Social Barriers in Information System.
- (d) What is operating system ?
- (e) Explain MIS Planning.

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- (f) What do you mean by SEM ?
- (g) How to improve business qualities by MIS ?
- (h) What kind of documents are required in system development ?

SECTION - B

UNIT - I

2. "Proper application of MIS increase the productivity, efficiency and effectiveness leading to competitive advantage." In the light of this statement justify the need of MIS in an Organization.
3. You are the IT managers in Multi Nation Company, how you understand by data communication and you want to develop a management information system, what kind of Hardware and Software are required in MIS ?

UNIT - II

4. "Information system strategies are give the advantage on your competitors." Discuss.
5. What is Business Process Reengineering ? Explain the need for reengineering and different steps in implementing BPR in an Organization.

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5. Explain the System Development Life Cycle (SDLC) and describe its steps and process in detailed.
7. What do you mean by System development Methodology ? Describe the different type of methodology.

UNIT - III

UNIT - IV

8. What do you mean by Artificial Intelligence (AI) ? What are the limitations of AI in business world explain with suitable examples ?
9. The CRM application are a convergence of functional components, advanced technologies and Channel. Discuss.

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