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Total Number of Pages: 02

Course: MBA
Sub_Code: MBPC1009

2nd Semester Regular Examination: 2024-25

SUBJECT: Management Information System

BRANCH(S): BA, FM, FM&HRM, GM, HCHM, HRM, IB, LSCM, MBA, MBA (A & M), MM, RM

Time: 3 Hours

Max Marks: 100

Q.Code: S480

Answer Question No.1 (Part-I) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions: (2 x 10)

- a) What are the three levels of information based on purpose?
- b) Distinguish between data and information. List any two qualities of a good information.
- c) Differentiate between MIS and DSS.
- d) Define "data mart" with an example.
- e) What do you mean by Learning Management System? What is meant by user tracking in LMS?
- f) What is business intelligence and how does it support decision making in organisations?
- g) Compare and contrast virtual reality and augmented reality with examples.
- h) Define cloud computing and mention one of its service models.
- i) What are the objectives of ERP?
- j) Give two example of B2C E-commerce application.

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- a) What is Information system? What are the major components of an Information system?
- b) What is the role of DBMS in a decision support system?
- c) What is DSS in the context of MIS? What are the components of DSS?
- d) Describe the key stages in the Business Intelligence process.
- e) Explain how the balance score card can be used as an IT strategy tool in organisations.
- f) Mention any three applications of data warehouses in real-world sectors.
- g) Briefly explain the role of AI in enhancing efficiency and innovation in Modern business.
- h) What is Data migration in ERP? What are mainly the customer expectations from ERP packages?
- i) Critically evaluate the role of data warehousing in enhancing organisational decision-making.
- j) What are the components of the supply chain management (SCM) what has been the impact of E-commerce on the SCM components?

- k) Briefly describe the challenges of managing MIS.
l) Information Security is not simply a technology issue, it is a business issue. Discuss.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four) (16 x 2)

- Q3** What are the characteristics of MIS? Explain relevance of MIS to the organisations. How information systems support strategies at different levels? **(16)**
- Q4** The CRM should not be viewed only from the marketing prospective; rather it combines the entire cross-functional information in an organisation, which helps to create strong customer relations." Comment on this statement. **(16)**
- Q5** Critically analyse the role of ERP systems in improving organizational efficiency and integration. Discuss the strategic impact it has on business process and decision-making. **(16)**
- Q6** Discuss in detail the strategic role of a Learning Management System (LMS) in modern education and training. Include its features, types of learning supported, and overall benefits. **(16)**