

Bachelor of Business Administration (BBA)
Re-appear, Examination
Dec, 2024
SMCS313A- Management Information System

Time:2.5Hours

Maximum Marks: 50

Instructions:

- 1) Question No. 1 under Section-A is compulsory.
- 2) Attempt any four from Q. No. 2 to Q. No. 6 under Section-B
- 3) Attempt any two from Q. No. 7 to Q. No.9 under Section-C

Section-A(Compulsory)

1. (a) Fill in the blanks with appropriate words:

3[CO-3] [L-2]

- (i) MIS is normally found in _____ sector
- (ii) _____ is an important factor of a management information system.
- (iii) Management information system is _____ human-machine based system.

1. (b) Give the term used for the following:

2[CO-2] [L-1]

- (iv) These include servers, workstations, networking equipment, printers, etc.
- (v) These are the recorded day to day transactions.

1. (c) State one function of each of the following:

2[CO-2] [L-4]

- (i) Executive Information System
- (ii) Enterprise Resource Planning

3[CO-3] [L-2]

1. (d) Match the items given in Column-A with those in Column-B:

Column-A

Column-B

(i) Trained Staff

(a) ERP Technology

(ii) Management Information system

(b) Benefits of ERP

(iii) Information Integrity

(c) Problem in ERP Implementation

Section-B

- 5[CO-2] [L-4]
2. (a) Explain Discuss structured, semi structured and unstructured problems in artificial intelligence.
- (b) Define and explain the term MIS. State its objectives.
- 5[CO-3] [L-4]
3. Explain how information system impacts on organizations and business firm.
- 5[CO-3] [L-9]
4. Define system. Discuss any three system characteristics. Explain why 'Feedback' and 'Control' are considered the 'Key system concepts'.
- 5[CO-4] [L-9]
5. Explain Expert system and knowledge Management system.
- 5[CO-3] [L-2]
6. Write short notes on-
1. Customer Relationship Management
 2. Genetic Algorithms
- 5[CO-2] [L-3]
7. (a) Explain the types of information system.
- (b) Explain supply chain management system in details with one real time example.

Section-C

- 10[CO-4] [L-3]
8. What is a Marketing Information System? Discuss the marketing decision which can help in growth of an organization.
- 10[CO-2] [L-9]
9. (a) What is Information? What are functions of Information system? Discuss good and bad impact of information system.
- (b) Explain in detail DSS system and its role in organization.
- 10[CO-4] [L-9]
10. Explain any 2
1. ERP
 2. EDI
 3. Ethical Issues
-