



Printed Pages : 3

MBA-313

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7031

Roll No.

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M.B.A.

(SEM. III) EXAMINATION, 2008-09
MANAGEMENT INFORMATION SYSTEM

Time : 3 Hours]

[Total Marks : 100

- Note :**
- (1) *Attempt all questions.*
 - (2) *All questions carry equal marks.*
 - (3) *Be precise in your answer.*

- 1** Attempt any **four** parts of the following : **5×4=20**
- (a) What do you understand by Data and Information? Explain the difference between the data and information with the help of atleast two examples.
 - (b) List and briefly explain various categories under which Management Support Systems are being classified.
 - (c) Explain the role played by MIS in today's competitive environment. How has MIS laid the foundation for converting data into information?
 - (d) Briefly explain the role played by MIS for building a Decision Support System.
 - (e) What do you understand by Information System? List and describe the various information systems in an organization.



- (f) What are the capabilities of information systems that business must have to compete and survive in the Information Age?

2 Attempt any **four** parts of the following : **5×4=20**

- (a) What are the impact of Internet, Intranet and Extranet on organization and the process of management?
- (b) Describe appropriate model for analyzing strategy at the business level, and the types of strategies and information systems that can be used to compete at this level.
- (c) How is Intranet different from Extranet? How can companies use Extranet to streamline its Supply Chain Management (SCM)?
- (d) What do you understand by Systems Approach to Problem Solving? Explain the same with the help of a business situation.
- (e) What is the traditional systems life-cycle? Describe its advantages and disadvantages for system building?
- (f) What do you understand by BPR? Describe the various steps involved in bringing out reengineering of business processes in an organization?

3 Attempt any **two** parts of the following: **10×2=20**

- (a) What is a Decision Support System? Describe the various components of a decision support system.

- (b) What do you understand by Data Mining (DM)? How is DM used by the managers to improve their decision making?
- (c) How is "What-if Analysis" same and/or different from "Sensitivity Analysis"? Explain with the help of two different examples.

4 Attempt any **two** parts of the following: **10×2=20**

- (a) Discuss the feasibility phase of system analysis? Also define the various phases and ways of cost-benefit analysis.
- (b) What do you understand by Data Flow Diagram? How can it be useful in system analysis and designing phase? How does a DFD differ from data flow chart?
- (c) Why do you think prototyping has become a popular way to develop new computer based business systems?

5 Briefly explain any **two** of the following : **10×2=20**

- (a) What do you understand by Neural Network? How is it different from fuzzy logic?
- (b) List and explain the different ways by which you can secure information in an organization.
- (c) What do you understand by Artificial Intelligence? Give some examples of artificial intelligence in business.
- (d) What security and ethical issues should be kept in mind while building an information system for an organization?

