

Roll No.

12042

MBA 2 Year 3rd Semester (CBCS)

Examination – May, 2019

MANAGEMENT INFORMATION SYSTEM

Paper : 17IMG23C2

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 : Section – A is compulsory. Attempt one question from each Unit in Section – B. All questions carry equal marks.

SECTION – A

1. (a) List out applications of Artificial intelligence.
- (b) What are the industrial applications of Fuzzy logic ?
- (c) Differentiate between BPR and Total Quality Management
- (d) How does BPR support the Management Information System (MIS) projects ?
- (e) What do you mean by EIS ?

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- (f) What activities convert raw data to make information in information systems ?
- (g) Describe the relationship between TPS, MIS, and ESS.
- (h) What is GDSS ? Why one resorts to GDSS ?

SECTION – B

UNIT – I

2. Discuss the relevance and role of DSS in various phases of decision-making. What are the advantages and limitations of decision support system? Describe the components of DSS ?
3. How MIS helps managers in discharging their basic function of planning, organizing, directing and controlling ? Describe the trends in the global business environment that have made MIS so important ?

UNIT – II

4. (a) Describe technology and business trends that have enhanced the role of information systems in today's competitive business environment.
- (b) Describe how effective information systems help business organizations in providing competitive advantage over rivals ?
5. What is Business Process Reengineering (BPR) ? Outline the major goals and objectives of BPR. State the implementation issues of BPR and discuss the pitfalls of BPR.

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UNIT - III

6. What are the key management challenges involved in building, operating and maintaining information systems today? Discuss fundamental pitfalls in Management Information System during design and planning.
7. How Software and Hardware acquisition and installation plays an important role in planning for MIS ?

UNIT - IV

8. Describe the activities involved in system implementation in MIS development cycle. What strategies are adopted in implementing the new system ?
9. What is CRM? Why businesses should adopt CRM ? What are the prospects for CRM market in India? Which are the major trends in the industry which will create an explosion of e-CRM service ?

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