(Please write your Exam Roll No.) Exam Roll No. .....

END TERM EXAMINATION

FIFTH SEMESTER [BBA] NOVEMBER-DECEMBER 2016

Paper Code: BBA-307 **Subject: Management Information System**
BBA(TTM)-307
BBA(B&I)-307
BBA(CAM)-307
BBA(MOM)-307

Time : 3 Hours **Maximum Marks :75**

Note: Attempt any five questions.

Q1. What is Data? How is it different from that of information? With the help of suitable example, prove that "*every information is a processed data but the reverse is not true*". **(15)**

Q2. Based on decision making levels in the organization, what is the classification of Information System? Briefly explain the functions and characteristics of Transaction Processing System (TPS). **(15)**

Q3. What is Management Information System (MIS)? Briefly explain the application of MIS into following functional areas:- **(15)**
a) Marketing
b) Finance
c) Human Resource

Q4. What do you mean by System Development Life Cycle? Explain all the phases briefly. Which phase, you feel, is most creative and why? **(15)**

Q5. a) A DSS is used to achieve effectiveness while as MIS is used to achieve the efficiency. Comment with suitable example. **(7.5)**
b) Discuss the applications of an Expert system. **(7.5)**

Q6. How does Information System help in Strategic Planning? Explain with suitable example. **(15)**

Q7. a) What is a database? What are the advantages of using database approach over traditional file approach for storage and retrieval of data? Explain with example. **(7.5)**
b) Explain the characteristics of Executive Information System. **(7.5)**

Q8. In context of Information System, what are the strategic uses of Information Technology (IT)? Explain with suitable example. **(15)**

Q9. Write short notes on **any three** of the following: **(5x3=15)**
a) Use of multimedia in MIS
b) Data Warehousing and Data mining
c) Distributed Processing
d) Cost Benefit Analysis

****

Scanned by CamScanner