

(Please write your Exam Roll No.)

# END TERM EXAMINATION

FIFTH SEMESTER [BBA] DECEMBER 2017

**Paper Code: BBA 307**  
**BBA(TTM)-307**  
**BBA(B&I)-307**  
**BBA(MOM)-307**  
**BBA(CAM)-307**

**Subject: Management Information System**

**Maximum Marks :75**

**Time : 3 Hours**

**Note: Attempt any five questions including Q. No. 1 which is compulsory.**

**(5x5=25)**

- Q1. Write short notes of the following:
- a) Cost/Benefit Analysis
  - b) Data Warehousing and Data Mining
  - c) Centralized Vs. Distributed Processing
  - d) Transaction Processing System
  - e) How various human resources are managed?
- Q2. a) "MIS helps in developing product right while as DSS helps in developing right product". **(6)**  
 b) Briefly differentiate Executive Information System from that of Expert System. **(6.5)**
- Q3. a) What do you mean by Open and Closed Systems? Explain with suitable examples. **(6)**  
 b) What are the advantages of integrating the Information System with the organization system? Explain with suitable example. **(6.5)**
- Q4. Explain the applications of MIS into following functional areas:- **(6)**  
 a) Marketing **(6.5)**  
 b) Finance
- Q5. What is System Development Life Cycle? What are its different phases? Explain them briefly. **(12.5)**
- Q6. How Information needs of an organization is assessed? While doing it, how important is consider qualitative and quantitative aspects? Explain with suitable example. **(12.5)**
- Q7. What is Multimedia? What are the limitations of Traditional Databases? How DBMS overcome them? Briefly discuss. **(12.5)**
- Q8. a) What is Multimedia? How does it help in Information Processing? Explain with suitable example. **(6)**  
 b) What are the strategic uses of Information Technology (IT) for Information Systems? Explain with suitable example. **(6.5)**