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B.B.A. 2nd Semester Examination – 2013

INFORMATION TECHNOLOGY IN MANAGEMENT - II
(Management Information System)

Code : 302205

Full Marks – 60

Time : 3 Hours

Instructions :

- (i) There are **seven** questions in this paper. All questions carry equal marks.
- (ii) Attempt **Five** questions in all.
- (iii) Question Nos. 1 & 2 are compulsory.

1. Answer any **six** of the following questions :

(a) _____ are raw facts and figures collected from organisational activity sites.

- | | |
|-----------------|--------------------|
| (i) data | (ii) information |
| (iii) knowledge | (iv) None of these |

P.T.O.

- (b) Which one of the following is not a key element in decision-making process ?
 - (i) Data warehouse
 - (ii) Information modelling
 - (iii) Knowledge Management System
 - (iv) None of the above
- (c) Which one of the correct sequence ?
 - (i) Data → Information → Intelligence → Knowledge
 - (ii) Data → Intelligence → Information → Knowledge
 - (iii) Data → Information → Knowledge → Intelligence
 - (iv) Data → Wisdom → Knowledge → Information
- (d) Information system at lower management level is called
 - (i) MIS
 - (ii) TPS
 - (iii) DSS
 - (iv) OAS
- (e) ERP is
 - (i) Local organisation
 - (ii) Integration of all functional areas
 - (iii) Both (i) and (ii)
 - (iv) None of the above
- (f) DSS development is through
 - (i) Waterfall Model
 - (ii) Prototype Model

- (iii) Rapid Application Development (RAD) Model
- (iv) Both (i) and (ii)
- (g) _____ system takes inputs from outside world and gives outputs to the external world.
- (i) open (ii) closed
- (iii) logical (iv) None of these
- (h) In which application area Expert System can be applied ?
- (i) Food Industry
- (ii) Health Care Management
- (iii) Portfolio management/Security analysis
- (iv) All of the above
- (i) Top level management requires
- (i) Operational information
- (ii) Control information
- (iii) Strategic information
- (iv) No information
- (j) Information as it goes up in the management level
- (i) it gets expanded
- (ii) it gets condensed
- (iii) neither expands nor condenses
- (iv) sometimes condensed, sometimes expanded

2. Write short essay on any three of the following :
- (a) Explain Information Technology.
- (b) Role of Internet in global business.
- (c) DSS Models
- (d) Role of Computer in human judgement
- (e) What is IT-Enabled Services ?
3. What is MIS ? Define it. What is the role and impact of MIS.
4. Explain Decision-making process. Explain different decision types.
5. What is Artificial Intelligence ? What are Artificial Intelligence Applications ?
6. (a) Explain different types of information.
- (b) Explain effect of organisation on Information System.
7. Write short notes on any two
- (a) ERP
- (b) Expert System
- (c) Characteristics of GDSS
- (d) Salient features of Organisation.