

Code : 061822

B.Tech 8th Semester Exam., 2019

MANAGEMENT INFORMATION SYSTEM

Time : 3 hours

Full Marks : 70

Instructions :

- (i) The marks are indicated in the right-hand margin.
- (ii) There are **NINE** questions in this paper.
- (iii) Attempt **FIVE** questions in all.
- (iv) Question No. 1 is compulsory.

1. Choose the correct answer of the following
(any seven) : 2×7=14

(a) If a university sets up a web-based information system that faculty could access to record student grades and to advise students, that would be an example of a/an

- (i) CRM
- (ii) intranet
- (iii) ERP
- (iv) extranet

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(Turn Over)

(2)

(b) Which of the following is not a technology driver for an information system?

- (i) Enterprise applications
- (ii) Object technologies
- (iii) Knowledge asset management
- (iv) Collaborative technologies

(c) When a bank uses information to launch a personalized credit card product this

- (i) manages risks
- (ii) creates a new opportunity
- (iii) adds value
- (iv) reduces costs

(d) The majority of publically available internet information sources is

- (i) created in XML
- (ii) structured information
- (iii) normal information
- (iv) unstructured information

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- (e) Web blueprint depicts
 - (i) the layout of an individual Web page
 - (ii) the layout of the home page
 - (iii) the layout of an index page
 - ~~(iv)~~ the layout of a Web site
- (f) Project management ensures that
 - (i) project's risk is assessed
 - (ii) project's feasibility is assessed
 - (iii) system is developed at minimum cost
 - ~~(iv)~~ Both (i) and (ii)
- (g) Which of the following relates to enterprise interoperability?
 - (i) DFD
 - (ii) Information flow diagram
 - (iii) XML
 - (iv) Entity relationship diagram
- (h) Contemporary information systems are interfacing with customers and suppliers using
 - (i) BPR
 - (ii) CRM
 - (iii) SCM
 - ~~(iv)~~ both (ii) and (iii)

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- (i) In ____ organization, authority is delegated down the hierarchy.
 - ~~(i)~~ traditional
 - (ii) classical
 - (iii) operational
 - (iv) absolute
 - (j) The effectiveness of marketing information system depends to a larger extent of ____ from market place to the market.
 - (i) marketing
 - (ii) advertising
 - ~~(iii)~~ feedback
 - (iv) promoting
2. (a) Describe the process of building a business model for information system management. Explain with suitable example.
- (b) Discuss the role of information system in globalization of education. 7+7=14
3. (a) Describe the factor to be considered for long range information system planning.

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✓ (b) What is system? Discuss different types of systems, and also differentiate between structured and unstructured decisions. 7+7=14

4. (a) Explain DFD and data dictionary. Explain in detail how the information requirement is determined for an organization.

(b) What is system analysis? Explain DFD and data dictionary with the help of a suitable example. 7+7=14

5. (a) What is value stream mapping in six sigma? Explain with suitable example.

(b) What do you mean by supply chain management? Explain the same with suitable example. 7+7=14

6. (a) Why is the MIS developed as a federation of systems rather than a single? https://www.akubihar.com

(b) Differentiate among the plans—strategic, long range, medium range and short range with suitable example. 7+7=14

7. ✓ (a) Explain the process of implementation of MIS in any industry.

(b) How can a DSS help make decisions? How do MIS and DSS differ? 7+7=14

8. (a) Explain how MIS is used in marketing and finance developments with example.

(b) Describe various ethical responsibilities of business professionals. 7+7=14

9. ✓ Write short notes on any two of the following : 7×2=14

(a) Expert system

(b) Artificial intelligence

(c) Transaction processing system

(d) Role of computers in MIS

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