SEAT No. :

P1933

M.B.A. (Semester - II)
206 : MANAGEMENT INFORMATION SYSTEM

Time : 2.30 Hours]

[Max. Marks : 50

Instructions to the candidates:

1) *All questions are compulsory.*
2) *Each questions has an internal option.*
3) *Each question carries 10 marks.*
4) *Figures to the right indicate marks for that question / sub question.*
5) *Your answers should be specific and to the point.*
6) *Draw neat diagram and illustrations supportive to your answer.*
7) *support your answer with suitable live examples.*

Q1) An educational institution plans to develop a network of 500 plus computers. Suggest the right topology and justify. **[10]**

OR

"Big companies still fail to use information for competitive advantages". Comment.

Q2) Explain the role of Database Management for a shopping mall for managing 'Data as a Business Resource'. **[10]**

OR

Rohan Engineering is an automobile ancillary unit, would like to develop the MIS for their major operations. Being a system analyst suggest SDLC model.

Q3) Discuss about Executive Information System characteristics, application and its implementation in terms of success or failure of a BPO organization. **[10]**

OR

Defend your choices for some of the most important applications of Artificial Intelligence in business.

Q4) "Mobile computing is the new buzzword in 21st century." Comment. **[10]**

OR

"Use of MIS in business present major security challenges, pose serious ethical questions and affects society in significance ways." Justify your answer.

P.T.O.

Q5) 'Kuhu HR solutions Pvt. Ltd.' Is a renowned HR consultancy company that assists the recruitment process of various IT organizations. They are facing numerous problems like sorting candidates' data, scheduling interviews etc. How MIS will help to solve this problem ? **[10]**

OR

A newly launched organization named 'Ro-One' is mobile retail chain. CEO of this retail chain wants to establish MIS for smooth functioning of daily activities. The major problems faced by the organization are to find customer requirements, purchase right products, inventory management and maintaining customer database etc. Identify the functional requirements from an information system of Retail Marketing.

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