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[4770] - 2006

M.B.A. (Semester - II)

206 : MANAGEMENT INFORMATION SYSTEM

(2013 Pattern)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1)   Attempt all questions.

2)   Figures to right indicates marks.

Q1) "Effective use of information and knowledge supports a company's decision making to achieve competative advantages". Justify.   **[10]**

OR

Q2) For the cyber city, IT manager plans to develop a network of 300 plus computers. Suggest the right topology considering the parameters like complexity, performance, reliability and expandability.

Q3) A website development company 'Arrival Soft Tech' wants to develop a website for a client company. Illustrate the steps of system development life cycle for the same with the help of appropriate diagram.   **[10]**

OR

Q4) "Prototyping has become a popular way to develop business applications". Comment on the statement.

Q5) "Data mining extracts business knowledge from a data ware house". Elaborate the statement.   **[10]**

OR

Q6) "Expert system arts as a consultant to the manager". Justify your comment.

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Q7) "BPOs and call centers have gained important in India as e-business models towards the end of 20ᵗʰ century". Discuss. **[10]**

OR

Q8) What would be examples of positive and negative efforts of use of MIS in the ethical and societal dimensions?

Q9) M/S Chapekar is wholesale trading firm engaged in business for over 30 years. It has over 75 vendors, about 2000 retailer's deals in 150 items. The firm has now decided to move into the IT era computerize its organisation. Being MIS executive, describe the requirements from information system to enhance their functioning of the business. Justify your answer from point of view of business. **[10]**

OR

Q10) As marketing, one of the core function of business organisation. It involves analysis of data and decision making with report to pricing of product or services. Sales person productivity, profitability, analysis, sales analysis and trends, new products/services, market planning market research etc. Discuss all these above functions.

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