SEAT No :

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[5365]-206
M.B.A.
206 : MANAGEMENT INFORMATION SYSTEM
(2013 Pattern) (Semester - II)

Time : 2½ Hours   *[Max. Marks : 50*
Instructions to the candidates:
   1)   *All questions are compulsory.*
   2)   *Each question carries 10 marks.*
   3)   *Draw neat and suitable diagram, if necessary.*

Q1) "Effective use of information and knowledge supports a company's decision making to achieve competitive advantage" Justify.

OR

Q2) Explain all network topology considering the parameters like Complexity performance, Reliability and Expandability for a hospital to set up their IT department.

Q3) A website development company 'Hansika Soft Tech' wants to develop a website for a client company. Clients have food industry. Illustrate the steps of the System Development Life Cycle for the same with the help of appropriate diagram.

OR

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

P.T.O.

Q5) "Data Mining extracts business knowledge from a Data Warehouse". Elaborate the statement.

OR

Q6) "Expert System acts as a consultant to the Manager". Justify your comment.

Q7) "BPOs and Call Centers have gained importance in India as e-business models towards the end of 20th Century". Discuss.

OR

Q8) What would be examples of positive and negative effects of the use of MIS in the Ethical And Societal dimensions?

Q9) Anil Trading firm is a wholesale trading firm engaged in business for over 30 years. It has over 50 vendors, about 1050 retailers' deals in 103 items. The firm has now decided to move into the IT era computerize its operations. Being MIS executive, describe the requirements from the information system to enhance the functioning of their business. Justify your answer from the point of view of business.

OR

Q10) From the point of view of decision making with respect to pricing of product or services. Sales person productivity, profitability analysis, sales analysis and trends, new products/ services, market planning, Market research etc.

As MIS officer, provide the require information to the management so that they can able to take good decision in marketing development.

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