P3795

[4870] -2006

M.B.A.

206 : Management Information System

(2013 Pattern) (Semester - II)

Time : 2½ Hours]
[Max. Marks : 50

Instructions to the candidates:

1) Attempt all questions.

2) Figures to right indicate marks.

Q1) How the information system will satisfy the requirements of marketing department in general? **[10]**

OR

Q2) With respect to above stated functions, throughly discuss how management information system can help in decision making process for marketing manager? **[10]**

Q3) How MIS will lead to success or failure of logistics organisation? Explain with suitable example. **[10]**

OR

Q4) "The networks brought the entire organisation and its users under one umberalla on the common information technology platform making information a corporate resource sharable by all". Justify. **[10]**

Q5) How a business should store, access and distribute data and information about their internal and external environment? **[10]**

OR

Q6) "Laxmi Co-operative Bank' would like to develop the MIS for smooth functioning of day to day activities. Being system analyst suggest the suitable SDLC model. **[10]**

Q7) How Group Decision support system help to improve the decision making process in manufacturing industry? **[10]**

OR

Q8) Explain the need and applications of GIS in Automobile industry. **[10]**

P.T.O.

Q9) Vaibhavlaxmi Finance Pvt Ltd is an e-Business enterprise wants to develop MIS for the critical functions relating to the finance department. Identify and add other relevant functions of e-business enterprise. Suggest what would be the functional requirements from an information system. **[10]**

OR

Q10) 'Ravirath' is newly launched Five Star Hotel is interested to develop MIS for smooth functioning. Discuss in detail its application including booking, billing, room services, cancellation and decision analysis etc. **[10]**