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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA (Integrated)

SEM: III - THEORY EXAMINATION (2024 - 2025)

Subject: Management Information System

Time: 2.5 Hours

Max. Marks: 60

General Instructions:*IMP: Verify that you have received the question paper with the correct course, code, branch etc.**1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.**2. Maximum marks for each question are indicated on right -hand side of each question.**3. Illustrate your answers with neat sketches wherever necessary.**4. Assume suitable data if necessary.**5. Preferably, write the answers in sequential order.**6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.***SECTION-A**

15

1. Attempt all parts:-

1-a. MIS design is a (CO1,K1)

1

- (a) Strategic flow
- (b) Strategic process
- (c) Strategic diagram
- (d) None of the mentioned

1-b. The person who ensures that systems are developed on time, within budget, and with acceptable quality is a _____ (CO2,K1)

1

- (a) systems designer
- (b) project manager
- (c) systems owner
- (d) external system user

1-c. The primary business benefits of an ERP system are _____ (CO3,K1)

1

- (a) Sales forecasts, sales strategies, and marketing campaigns
- (b) Market demand, resource and capacity constraints, and real-time scheduling
- (c) Forecasting, planning, purchasing, material management, warehousing, inventory, and distribution
- (d) All of these

1-d. The purpose of a flowchart is to _____ (CO4,K1)

1

- (a) Illustrate hardware components of a computer system

- (b) Represent a series of steps in a process
 - (c) Display the physical layout of a computer system
 - (d) Describe data storage mechanisms
- 1-e. In the context of system design, what does the term "data management" refer to _____(CO5,K1) 1
- (a) Organizing human resources
 - (b) Efficient storage and retrieval of data
 - (c) Decision support system design
 - (d) Output design
2. Attempt all parts:-
- 2.a. Compare MIS with other information systems within an organization? (CO1,K2) 2
- 2.b. State why is the monitoring and evaluation phase essential in MIS? (CO2,K1) 2
- 2.c. List features of ERP system. (CO3,K1) 2
- 2.d. Explain the function of application software with example in context to computer system? (CO4,K2) 2
- 2.e. Explain File,File Organisation,File Management in detail. (CO5,K2) 2

SECTION-B

15

3. Answer any three of the following:-

- 3-a. Explain the use and importance of MIS in decision-making at different levels of management? (CO1,K2) 5
- 3-b. Explain the purpose of the Planning phase in the SDLC for MIS.(CO2,K2) 5
- 3-c. Analyze the impact of ERP on customer relationship management.(CO3,K4) 5
- 3-d. Discuss the role of computer systems software in ensuring security and reliability within a computer system.(CO4,K2) 5
- 3.e. Discuss the fundamental characteristics of Managerial Decision Making and how these characteristics influence organizational outcomes.(CO5,K2) 5

SECTION-C

30

4. Answer any one of the following:-

- 4-a. Describe the life cycle of an MIS, from planning and development to maintenance and evolution.(CO1,K2) 6
- 4-b. Explain how the system approach considers the human element in MIS planning, organizing, and controlling.(CO1,K2) 6

5. Answer any one of the following:-

- 5-a. Discuss the primary roles and responsibilities of a Systems Analyst in the context of Management Information Systems.(CO2,K2) 6
- 5-b. Describe how Systems Analysts contribute to the design phase of MIS projects.(CO2,K2) 6

6. Answer any one of the following:-

- 6-a. Discuss about B2B E commerce and C2C E commerce. What are the difference between B2B E commerce and C2C E commerce? (CO3,K2) 6
- 6-b. Explain the role of ERP in context to Management Information Systems, highlighting key features and benefits.(CO3,K2) 6
7. Answer any one of the following:-
- 7-a. Evaluate the significance of telecommunication modems in enabling global connectivity and data exchange, considering their impact on modern networking technologies and businesses.(CO4,K4) 6
- 7-b. Explain the importance of user training and acceptance during the transition from a manual information system to a computer-based system, outlining the strategies for effective implementation.(CO4,K2) 6
8. Answer any one of the following:-
- 8-a. Compare and contrast the components of a Decision Support System (DSS), considering their interdependencies and impact on the decision-making process within an organization.(CO5,K2) 6
- 8-b. Analyze the strategic importance of forms design in Decision Support Systems, considering its impact on user experience and the facilitation of complex decision-making tasks.(CO5,K4) 6

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