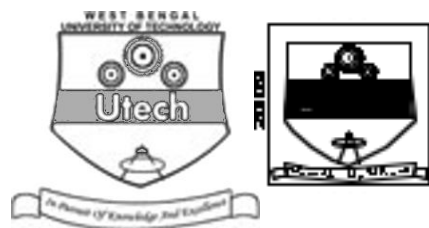


MANAGEMENT INFORMATION SYSTEM (SEMESTER - 4)

CS / BBA(H) / BIRM / BSCM / SEM-4 / BBA-406 / 09



1.
Signature of Invigilator

2.
Signature of the Officer-in-Charge

Reg. No.

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Roll No. of the Candidate

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CS / BBA(H) / BIRM / BSCM / SEM-4 / BBA-406 / 09

ENGINEERING & MANAGEMENT EXAMINATIONS, JUNE – 2009

MANAGEMENT INFORMATION SYSTEM (SEMESTER - 4)

Time : 3 Hours]

[Full Marks : 70

INSTRUCTIONS TO THE CANDIDATES :

- This Booklet is a Question-cum-Answer Booklet. The Booklet consists of **32 pages**. The questions of this concerned subject commence from Page No. 3.
- In **Group – A**, Questions are of Multiple Choice type. You have to write the correct choice in the box provided **against each question**.
 - For **Groups – B & C** you have to answer the questions in the space provided marked 'Answer Sheet'. Questions of **Group – B** are Short answer type. Questions of **Group – C** are Long answer type. Write on both sides of the paper.
- Fill in your Roll No. in the box** provided as in your Admit Card before answering the questions.
- Read the instructions given inside carefully before answering.
- You should not forget to write the corresponding question numbers while answering.
- Do not write your name or put any special mark in the booklet that may disclose your identity, which will render you liable to disqualification. Any candidate found copying will be subject to Disciplinary Action under the relevant rules.
- Use of Mobile Phone and Programmable Calculator is totally prohibited in the examination hall.**
- You should return the booklet to the invigilator at the end of the examination and should not take any page of this booklet with you outside the examination hall, **which will lead to disqualification**.
- Rough work, if necessary is to be done in this booklet only and cross it through.

No additional sheets are to be used and no loose paper will be provided

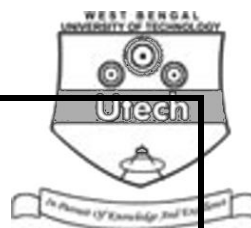
FOR OFFICE USE / EVALUATION ONLY

Marks Obtained

	Group – A										Group – B					Group – C					Total Marks	Examiner's Signature
Question Number																						
Marks Obtained																						

.....
Head-Examiner / Co-Ordinator / Scrutineer

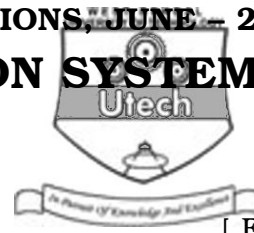
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ENGINEERING & MANAGEMENT EXAMINATIONS, JUNE - 2009
MANAGEMENT INFORMATION SYSTEM
SEMESTER - 4



Time : 3 Hours]

[Full Marks : 70

GROUP - A

(Multiple Choice Type Questions)

1. Choose the correct answer for the following from the alternatives : 10 × 1 = 10

i) The department in charge of recording all financial activities is the department.

- | | |
|--------------------|----------------|
| a) Human Resources | b) Accounting |
| c) Marketing | d) Production. |

ii) Which department actually creates the finished goods ?

- | | |
|--------------------|----------------|
| a) Marketing | b) Research |
| c) Human Resources | d) Production. |

iii) Which management level is responsible for monitoring the day-to-day events in an organization and taking any required corrective action ?

- | | |
|----------------|----------------------|
| a) Supervisory | b) Middle Managerial |
| c) Stockholder | d) Top Managerial. |

iv) Which level of management requires summarized information in capsule form to reveal the overall condition of the business ?

- | | |
|-------------------|----------------------|
| a) Top management | b) Middle management |
| c) Supervisors | d) Stockholders. |



v) systems record day-to-day transactions such as customer orders, bills, inventory levels and production output.

- | | |
|---------------------------|---------------------------|
| a) Transaction processing | b) Management information |
| c) Decision support | d) Executive support. |

vi) The activity records the customer requests for goods or services.

- | | |
|--------------|---------------------------|
| a) payroll | b) sales order processing |
| c) inventory | d) general ledger. |

vii) Projections and responses to queries are information output characteristics associated with a(n)

- | | |
|--------|---------|
| a) DSS | b) ESS |
| c) MIS | d) TPS. |

viii) Management information system usually

- a) serves managers interested in weekly, monthly and yearly results, not day-to-day activities.
- b) helps managers make decisions that are unique, rapidly changing, and not easily specified in advance.
- c) provides managers with a generalized computing and telecommunication capacity that can be applied to a changing array of problems.
- d) performs and records the daily routine transaction necessary to the conduct of business.

ix) Assembling a product, identifying customers and hiring employees are

- | | |
|-----------------------|------------------------|
| a) transactions | b) phases |
| c) business processes | d) business functions. |

x) Which of the following uses a vertical industrial network ?

- | | |
|-------------------|-----------|
| a) Coca-Cola | b) Ford |
| c) General Motors | d) Oasis. |

**GROUP – B****(Short Answer Type Questions)**Answer any *three* of the following.

3 × 5 = 15

2. What is MIS ? Write down the limitation of MIS.
3. Distinguish MIS and DSS.
4. Explain Strategic Information System with its relevance.
5. What are intranet and extranet ?
6. What are the advantages of using DBMS over conventional file system ?

2 + 3

GROUP – C**(Long Answer Type Questions)**Answer any *three* questions.

3 × 15 = 45

7. a) How do the different considerations help the different levels of management to take decision ?
- b) Define the Simon's model of decision making.
8. What is normalization ? What are 1NF, 2NF, 3NF ? Explain these from any suitable example. Create a table STUDENT with following details :

10 + 5

STUDENT (S_NO, S_NAME, S_ADDRESS, S_COURSE)

S_NO NUMBER (10)

S_NAME CHARACTER (20)

S_ADDRESS CHARACTER (30)

S_COURSE CHARACTER (10).

2 + 3 + 7 + 3

9. What is system ? What are open and closed systems ? What is SDLC ? Describe the steps of SDLC properly. What is the limitation of SDLC.

1 + 2 + 2 + 7 + 3



10. a) Describe the major application & objectives of various sub-system in marketing information system.

b) Can you be sure that if ERP solution is implemented, the MIS is in place ? 8 + 7



11. Write short notes on any *three* of the following :

3 × 5 = 15

- a) Data warehousing
- b) Transaction processing system
- c) GDSS
- d) Internet
- e) Structured Analysis.

END