

Sixth Semester B.B.M. Degree Examination, April/May 2019

(CBCS Scheme)

Management

MANAGEMENT INFORMATION SYSTEM

Time : 3 Hours]

[Max. Marks : 90

Instructions to Candidates : Answer should be written only in English.

SECTION – A

1. Answer any **TEN** sub question. Each question carries **2** marks. **(10 × 2 = 20)**

- (a) Define MIS.
- (b) What is data processing?
- (c) Write the meaning of competitive advantage.
- (d) Give the meaning of strategic information.
- (e) What is information?
- (f) Mention 2 uses of operational planning.
- (g) What is marketing intelligence system?
- (h) Expand ESS, DSS.
- (i) What is transaction processing system (TPS)?
- (j) State the meaning of data warehousing.
- (k) Define artificial intelligence.
- (l) Give the meaning of CRM.

SECTION – B

Answer any **FIVE** questions. Each question carries **5** marks. **(5 × 5 = 25)**

- 2. Explain briefly the structure of MIS based on management activities.
- 3. Enumerate the functions of MIS.
- 4. Describe in brief the systems approach to problem solving.

Q.P. Code – 56632

5. Explain briefly any five features of information as a corporate resource.
6. Briefly analyse the components of information system.
7. “Transaction processing system is vital to business operations”. Argue.
8. Write a note on Human Resource Information System (HRIS).

SECTION – C

Answer any **THREE** questions. Each question carries **15** marks. **(3 × 15 = 45)**

9. Discuss the challenges in the development of MIS.
 10. Elucidate the role of information system for financial operations by corporations and government.
 11. What is ERP? Explain the concept, use and importance of ERP in an organisation.
 12. Explain the various types of DSS.
 13. Write short notes on :
 - (a) Artificial Intelligence (AI)
 - (b) Cloud computing (CC)
 - (c) Business Expert System (BES)
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