15581

MBA 4th Semester Examination

Management Information System (NS)

MBA-402

Time : 3 Hours   **Max. Marks : 60**

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

SECTION - A
Short Note Type Questions (Compulsory)

1. DBMS.

2. ERP.

3. Model Management Systems (MMS).

4. Supply Chain Management.

5. Types of CRM Software.

6. Access Unit Interface (AUI).

7. MIS.

8. CRM.

9. Database Architecture.

10. SQL.   (2×10=20)

SECTION - B
Short Answer Type Questions (Attempt Any Four)

11. Write short note on Marketing MIS.

12. Give examples from your own context for strategic, tactical and operational MIS.

13. Can MIS be turned as new avatar of Organization and Methods (O&M)?

14. Explain Systems Development Life Cycle.

15. Discuss MIIS.

16. In what language is an MIS professional likely to program - 3GL or 4GL? Why?   (4×5=20)

SECTION - C
Essay Note Type Questions (Attempt Any Two)

17. How an MIS contribute to continuity in organizations? Explain.

18. Give three examples to distinguish between data and information. Is information viewed as corporate resource in any company? Elaborate.

19. What is the role of computer networking in the 'networked organization' of the future? What is a virtual corporation?

20. Differentiate between DSS and GDSS. How does DSS help in decision making?   (2×10=20)