

B.B.A. SEM – III (2015 CBCS Course) : SUMMER - 2019

SUBJECT: MANAGEMENT INFORMATION SYSTEM

Day: Thursday
Date: 25/04/2019

S-2019-1957

Time: 02.00 PM TO 05.00 PM
Max. Marks: 100

N.B.:

- 1) Answer ANY FOUR questions from Section I. Each question carries 15 Marks.
- 2) Answer ANY TWO questions from Section II. Each question carries 20 Marks.
- 3) Answers to Both the sections to be written in SAME answer books.
- 4) Draw a labeled diagram WHEREVER necessary.

SECTION - I

Q.1) Answer the following: (15 Marks X 1 = 15 Marks)

‘Internet has brought revolution in MIS’. Justify the statement.

Q.2) Answer the following: (15 Marks X 1 = 15 Marks)

Explain the different types of information? What are the information needs of Managers at tactical level in an organization

Q.3) Answer the following: (15 Marks X 1 = 15 Marks)

‘MIS supports manager in his functional responsibilities’ Explain with suitable examples.

Q.4) Answer the following: (15 Marks X 1 = 15 Marks)

Explain “Information System Security”. Identify various physical vulnerabilities in an Information System.

Q.5) Answer the following: Attempt ANY ONE (15 Marks X 1 = 15 Marks)

Which information system applications are most useful for distributing, creating, and sharing knowledge in the firm?

Q.6) Write short notes on the following: Attempt ANY THREE (5 Marks X 3 = 15 Marks)

- a) Quality of information
- b) Knowledge Management Architecture
- c) Finger print for security measure
- d) Advantages of Enterprise Resource Planning
- e) Types of Network

SECTION - II

Q.7) Answer the following: (20 Marks X 1 = 20 Marks)

Imagine yourself to be a bicycle manufacturer based in Ludhiana, Punjab. You now are planning to enter the Mumbai market. Explain how information system can be used to set the business and write down how you will go about assessing the market opportunities over there.

Q.8) Answer the following: (20 Marks X 1 = 20 Marks)

As MD of a FMCG company, you have appointed a Sales Manager to take care of the sales of your company. How Management Information system will help in duties and responsibilities of the sales manager?

Q.9) Answer the following: (20 Marks X 1 = 20 Marks)

Organization uses enterprise software for resource management and business operations. There are number of users of this software based on their role in the application recommend right to access (application and data) and then different permissions to use (read, write, update etc.)

- 1) Vendor
- 2) HR Manager
- 3) Store Manager
- 4) Cashier
- 5) Production Manager
