

M. SC. (I.T.) SEM. – II (C.B.C.S. COURSE) (2015 COURSE) :
WINTER - 2017
SUBJECT: b) MANAGEMENT INFORMATION SYSTEMS

Day: **Friday**
Date: **29/12/2017**

W-2017-0920

Time: **02.30 PM TO 05.30 PM**
Max. Marks: 60

N.B.:

- 1) Attempt any **SIX** questions.
 - 2) All questions carry **EQUAL** marks.
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- Q.1** Write short notes on any **THREE** of the following:
- a) Interactive Marketing
 - b) Knowledge Management
 - c) Enterprise Resource Planning
 - d) Waterfall Model
- Q.2** MIS plays a very important role in any organization. How does it impact various functions, performance and productivity of the organization?
- Q.3** Explain Balance Score Card approach for strategic management of the business along with its advantages.
- Q.4** With the help of a Use Case diagram show relationship amongst various actors in the 'Point of Sales (POS)' system.
- Q.5** State and briefly explain various phases of Unified Process of OOAD. What is FURPS? How system requirements are categorized using FURPS?
- Q.6** What is CRM? Explain major application components of CRM.
- Q.7** State various functions of a typical Business system. Briefly explain information system at operational, tactical and strategic level for any one business function.
- Q.8** Compare Management Information System and Decision Support System (DSS). State the benefits of DSS.