

**BACHELOR OF BUSINESS ADMINISTRATION (C.B.C.S.) (2015 COURSE)**  
**B.B.A. Sem-III : WINTER : 2021**  
**SUBJECT: MANAGEMENT INFORMATION SYSTEMS**

**Day : Thursday**  
**Date : 20-01-2022**

**W-13870-2021**

**Time : 10:00 AM-01:00 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 book.
- 4) Draw a labeled diagram WHEREVER necessary.

**SECTION - I**

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

How can organizations benefit from using the World Wide Web and Web technology?

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

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

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

What are the elements of a system? Can you have a viable system without feedback? Explain.

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

Define threats. Explain how biometrics help in security of information.

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

- a) Define knowledge management? List and briefly describe the information systems that support it and explain what kind of information technology (IT) infrastructure it requires.
- b) Define the various functions of personnel department. What type of information is required to store for personnel department?

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

- a) Use of Internet in MIS
- b) Quality of information
- c) Physical and abstract systems
- d) Information Technology Act 2000
- e) Advantages of Enterprise Resource Planning
- f) Knowledge Management Architecture

**SECTION - II**

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

- a) You are planning to start a food products company dealing with preparation of coconut drinking water and other fruit juices. Write down the information required to judge the business prospects.
- b) Imagine yourself to be a bicycle manufacturer based in Ludhiana, Punjab. You now are planning to enter the Mumbai market. Explain the information system to set the business and write down how you will go about assessing the market opportunities over there.

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

- a) Explain with the help of example MIS applications in academic research disciplines.
- b) Describe how the technology helps to protect the security of message over the internet.

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

- a) Your parents have provided you with adequate capital for starting a new business enterprise. Explain what information you would consider to start this enterprise.
- b) What type of information is required for production department in Pharma company?

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