

B.Tech.
(SEM V) THEORY EXAMINATION 2017-18
MANAGEMENT INFORMATION SYSTEM

Time: 3 Hours

Total Marks: 100

Note: 1. Attempt all Sections. If any missing data is required, then choose suitably.

SECTION A

- 1. Attempt all questions in brief. 2 x10 = 20**
- a. What is an information system?
 - b. Give brief explanation of attributes of information?
 - c. Explain in brief the design of Management Information System.
 - d. What are the different types of computer?
 - e. What is planning framework.
 - f. Describe the term value chain?
 - g. Explain the term E-Commerce.
 - h. Differentiate between Intranet & Extranet.
 - i. Write down the components of Enterprise Management System.
 - j. What do you mean by computer crime? List down various types of computer crimes.

SECTION B

- 2. Attempt any three of the following: 10 x 3 = 30**
- a. Discuss the various types of information system in detail.
 - b. Discuss the various approaches to understand the structure of MIS.
 - c. Describe the planning process of management information system.
 - d. How E-commerce is different from traditional commerce. Write down applications with suitable example.
 - e. What is Customer Relationship Management (CRM)? What are the objectives of CRM? Describe various components.

SECTION C

- 3. Attempt any one part of the following: 10 x 1 = 10**
- (a) What is role of information system in business and how it is changing business environment?
 - (b) Explain system development life cycle?
- 4. Attempt any one part of the following: 10 x 1 = 10**
- (a) (i) Differentiate between following:- MIS & Electronic data processing
(ii) Write short note on role of telecommunication in MIS.
 - (b) What is decision support system? Discuss its component, characteristics and capabilities in brief.
- 5. Attempt any one part of the following: 10 x 1 = 10**
- (a) Explain various characteristics of control process in an organization.
 - (b) Explain the process of devising a long range plan.
- 6. Attempt any one part of the following: 10 x 1 = 10**
- (a) What is an expert system? Describe its various components, applications & limitations.

- (b) Write short note on following:
 - (i) Marketing Information System
 - (ii) Sales force Automation

7. Attempt any *one* part of the following: **10 x 1 = 10**

- (a) Describe Enterprise Allocation Architecture (EAA) . Also describe supply chain management (SCM)
- (b) Explain the following in brief:
 - (i) Enterprise resource planning
 - (ii) Procurement management