MASTER OF BUSINESS ADMINISTRATION (MBAEV)
Term-End Examination
December, 2013
MCN-051 : MANAGEMENT INFORMATION SYSTEM (MIS)

Time : 3 hours *Maximum Marks : 100*

Note : *Attempt any five questions. All questions carry equal marks.*

1. Business technology optimization (BTO) is an **20** industry initiative that enables companies to correctly align IT with business processes and to maximize overall business performance. BTO is the next trend in automating processes and delivering quality management principles to IT. Explain and elucidate with the help of a suitable example.

2. (a) If application science and MIS can be brought together, the MIS design would be realistic and useful. Discuss with the help of a suitable example. **10+10**

    (b) How does business model will be helpful in decision making process ?

3. (a) How the legacy systems and the role of business process design and software configuration facilitates MIS strategy ? **10+10**

(b) Most challenges to MIS implementation involve managing personnel and their reactions to the change, rather than managing technical issues. Elucidate.

4. How do you achieve the success with the help of MIS implementation ? Does MIS implementation also engenders a host of fears ? Explain.   **20**

5. Distinguish between **any two** of the following : **10+10**
   (a) OLAP and OLTP
   (b) Data warehouse and Data Mining
   (c) SDLC and SAD

6. Explain the following acronym :   **4x5=20**
   (a) BPR
   (b) SCM
   (c) KPI
   (d) CCN

7. Briefly comment on **any two** of the following :   **10+10**
   (a) It is important to remember that the time and expense incurred for testing is not a one-time activity, but continues throughout the application lifespan.
   (b) MIS vendors are adopting more open and flexible architectures and are increasingly supporting standards-based computing.
   (c) MIS is a system which provides information support for decision making in the organization.

8. Write short notes on **any two** of the following : **10+10**
   (a) Internet Service Provider (ISP)
   (b) Data Base Management System
   (c) Computer-based information system