

No. of Printed Pages : 2

**MMPO–004**

**MASTER OF BUSINESS  
ADMINISTRATION (MBA)**

**Term-End Examination**

**December, 2023**

**MMPO–004 : MANAGEMENT INFORMATION  
SYSTEMS**

*Time : 3 Hours*

*Maximum Marks : 100*

*Weightage : 70%*

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**Note :** (i) *Answer any **five** questions.*

(ii) *Each question carries 20 marks.*

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1. What is Management Information System (MIS) ? Discuss the importance of MIS in Business and Society.
2. What do you mean by Business Intelligence ? What are the key components of a Business Intelligence system ? Discuss.

**P. T. O.**

3. “The information age has resulted in an abundance of data and information, which has changed the way decisions are made.” In view of this statement, define the decision-making process. What are the steps involved in the decision-making process ? Discuss.
4. “Data Mining is going to be the future of database technology.” Justify the statement.
5. What do you mean by the term ‘Big Data’ ? What are the characteristics and challenges associated with Big Data ? Explain.
6. Discuss the applications of Block Chain Technology in Business and Society with suitable examples.
7. Write short notes on any *four* of the following :
  - (i) Benefits of System Development Life Cycle (SDLC)
  - (ii) Types of Data in MIS
  - (iii) Cloud computing applications
  - (iv) Enterprise Resource Planning (ERP)
  - (v) Internet of Things (IoT)