

01585

MANAGEMENT PROGRAMME

Term-End Examination

June, 2018

**MS-007 : INFORMATION SYSTEMS FOR
MANAGERS**

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

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- Note :** (i) *Answer any five questions.*
(ii) *All questions carry equal marks.*
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1. "One of the advantages of IT Systems for a business is the cost-performance ratio, which is better in case of computers". Do you agree or not? Justify your answer.
2. Describe the Simon's framework for understanding MIS. Explain the three stages of the process of decision-making. Also, distinguish between the major classes of decisions.
3. What do you understand by a marketing management sub-system? Why is there a need for an Information system to be specially designed for marketing area? Also, discuss the transaction modules in marketing area.
4. Explain the concept of integrated software applications. Describe their advantages and business utility. Give example of any one such business software solution.

5. Define "systems analysis". What are the steps involved in systems analysis? Highlight the role of a systems analyst in carrying out these steps.
 6. How can you use the "web" as a data source for your data warehouse? What types of information can you get from the "web"? Explain briefly the steps needed to ensure that only good quality, reliable data is loaded in the data warehouse from the "web".
 7. Write short notes on **any three** of the following :
 - (a) Transmission Control Protocol/Internet Protocol (TCP/IP)
 - (b) Stealth and Polymorphic viruses
 - (c) Transaction processing systems
 - (d) Groupware
 - (e) Fuzzy logic
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