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MS-007

MANAGEMENT PROGRAMME

Term-End Examination, 2019

MS-007 : INFORMATION SYSTEMS FOR MANAGERS

Time : 3 Hours]

[Maximum Marks : 100

Weightage: 70%

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

1. Why is the Central Processing Unit (CPU), called the brain of the computer ? Is it responsible for controlling all the devices of the computer ? Describe the three main parts of a CPU.
2. What do you understand by the Total Cost of Ownership (TCO) approach of doing cost-benefit analysis ? Describe the direct and indirect costs of owning the information system. Also identify the potential benefits of an IT system.

3. Explain the concept of Integrated Software Applications. Why it is said that they provide a high-level view of all the activities that go on in a business ? Also, describe the business utility of integrated applications.
4. Describe different types of information systems. Also highlight how each type of information system supports communication and decision-making.
5. What is a data warehouse ? Describe the defining characteristics of a data warehouse. Also briefly discuss the differences between the data in a data warehouse and that in an operational database.
6. What are expert systems ? Mention the working principles of expert systems. Also discuss how knowledge can be represented in expert systems.
7. Write short notes on **any three** of the following :
 - (a) Open Source Software
 - (b) Ethical issues involved in Information Society

- (c) Major Marketing Subsystems
- (d) Features of HTML
- (e) Business Applications of Fuzzy logic

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