

**MASTER OF BUSINESS ADMINISTRATION**

00993

**Term-End Examination****December, 2011****MCT-021 : MANAGEMENT INFORMATION  
SYSTEM***Time : 3 hours**Maximum Marks : 100*

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

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1. (a) Define the term "MIS". Discuss the usefulness of MIS to a business organization with the help of an example. **10**
- (b) "It is not the technology that creates a competitive edge but the management process that exploits technology". Comment upon the statement. **10**
2. (a) What are the different types of information systems that generally exist in an organization ? Are these systems related ? If yes, use an example of FMCG organization to show how ? **12**
- (b) Assuming you are the MIS Manager of an organization. You have been asked by a friend, who is a lawyer to show the MIS of your organization. What all will you show him and where ? Explain. **8**

3. (a) Explain the term decision-making giving an example. Explain the various phases in decision making according to Simon's model. 10
- (b) Distinguish between Programmable and Non-Programmable decisions with the help of an example. 5
- (c) Distinguish between Data, Information and Knowledge. 5
4. Answer *any four* of the following : 5x4=20
- (a) MIS as a Strategic resource
- (b) DSS and GDSS
- (c) Expert Systems
- (d) IT in Global competitive advantage
- (e) Competitive Advantage vs. Strategic Advantage.
5. (a) What are the various approaches for acquiring an Information System ? Explain briefly stating the advantages and limitations of each. 10
- (b) What is Outsourcing ? Why has it emerged as an important option in developing IT application ? 10

6. Answer the following : 5x4=20
- (a) Information Architecture vs. Information Infrastructure
  - (b) Advantages and Disadvantages of End User Computing
  - (c) Risks in Information Systems
  - (d) CASE Tools
7. (a) What do you mean by Performance evaluation of MIS ? Why is evaluation of MIS important ? What are the various approaches to MIS evaluation ? Discuss briefly. 10
- (b) What is ERP ? What are the critical factors for its successful implementation ? 10
8. Write short note on *any two* of the following :
- (a) Systems approach to problem solving 10x2=20
  - (b) BPR
  - (c) CRM
  - (d) Maintenance of Information Systems
  - (e) Merits and de-merits of MIS implementation strategies.
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