

## DipIETE – CS (OLD SCHEME)

Code: DC17  
Time: 3Hr.

Subject: MANAGEMENT INFORMATION SYSTEMS  
Max Marks: 100

**DECEMBER 2010**

NOTE: There are 9 Questions in all.

- Question 1 is compulsory and carries 20 marks. Answer to Q.1 must be written in the space provided for it in the answer book supplied and nowhere else.
- The answer sheet for the Q.1 will be collected by the invigilator after half an hour of the commencement of the examination.
- Out of the remaining EIGHT Questions answer any FIVE Questions. Each question carries 16 marks.
- Any required data not explicitly given, may be suitably assumed and stated.

**Q.1 Choose the correct or the best alternative in the following: (2 × 10)**

- a. Information systems that monitor the elementary activities and transactions of the organizations are:
- (A) management-level systems.
  - (B) operational-level systems
  - (C) knowledge-level systems.
  - (D) strategic-level systems.
- b. Projections and responses to queries are information output characteristics associated with a (n):
- (A) DSS
  - (B) MIS
  - (C) ESS
  - (D) TPS
- c. Summary transaction data, high-volume data, and simple models are information inputs characteristic of a (n):
- (A) DSS
  - (B) MIS
  - (C) ESS
  - (D) TPS
- d. Which of the following individuals typically have less formal, advanced educational degrees and tend to process rather than create information?
- (A) Knowledge workers
  - (B) Executives
  - (C) Systems analysts
  - (D) Data workers

- e. Management information systems usually:
- (A) Serve managers interested in weekly, monthly, and yearly results, not day-to-day activities.
  - (B) Help managers make decisions that are unique, rapidly changing, and not easily specified in advance.
  - (C) Provide managers with a generalized computing and telecommunications capacity that can be applied to a changing array of problems.
  - (D) Perform and record the daily routine transactions necessary to the conduct of business.
- f. Decision support systems usually:
- (A) Serve managers interested in weekly, monthly, and yearly results, not day-to-day activities.
  - (B) Help managers make decisions that are unique, rapidly changing, and not easily specified in advance.
  - (C) Provide managers with a generalized computing and telecommunications capacity that can be applied to a changing array of problems.
  - (D) Perform and record the daily routine transactions necessary to the conduct of business.
- g. Identifying customers and markets using data on demographics, markets, consumer behavior, and trends is an example of a(n):
- (A) operational-level sales and marketing information system.
  - (B) knowledge-level sales and marketing information system.
  - (C) management-level sales and marketing information system.
  - (D) strategic-level sales and marketing information system.
- h. Deciding where to locate new production facilities is a(n) example of a manufacturing and production information system operating at the:
- (A) Operational level.
  - (B) Management level.
  - (C) Knowledge level.
  - (D) Strategic level.
- i. Preparing short-term budgets is an example of a finance and accounting information system operating at the:
- (A) Operational level.
  - (B) Management level.
  - (C) Knowledge level.
  - (D) Strategic level.
- j. Tracking employee training, skills, and performance appraisals is an example of a human resource information system operating at the:
- (A) Operational level.
  - (B) Management level.
  - (C) Knowledge level.
  - (D) Strategic level.

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**Answer any FIVE questions out of EIGHT questions**  
**Each question carries 16 marks**

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- Q.2** a. Why information technology is important? (8)  
b. What are e-commerce and e-business? Differentiate between them. (8)
- Q.3** a. Explain process control method of data capture. (8)  
b. What are access controls and how they are used to protect information? (8)
- Q.4** a. Who is database administrator? What are his responsibilities? (8)  
b. What do you mean by Integration of information over networks? (8)
- Q.5** a. What is decision support system? Describe three major components of DSS. (8)  
b. How are expert systems used in e-business? (8)
- Q.6** a. Explain importance of distribution channel for achieving a competitive advantage. (8)  
b. What are switching cost and how can they give a company a competitive advantage? (8)
- Q.7** a. Explain strength and weakness of SDLC. (8)  
b. What fundamental methods are available to build information system. (8)
- Q.8** a. What do you mean by hardware centralization and decentralization in managing information system? (8)  
b. How can you manage the information system function? (8)
- Q.9** Write short note on any **TWO**:
- (i) System analyst
  - (ii) Data Flow Diagram
  - (iii) Total quality management
  - (iv) Transaction processing system
- (8+8)**