

Code: AC22

Subject: MANAGEMENT INFORMATION SYSTEMS

**AMIETE – CS (OLD SCHEME)**

Time: 3 Hours

**JUNE 2012**

Max. Marks: 100

*PLEASE WRITE YOUR ROLL NO. AT THE SPACE PROVIDED ON EACH PAGE IMMEDIATELY AFTER RECEIVING THE QUESTION PAPER.*

**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 45 minutes 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 consists of

- |                    |                      |
|--------------------|----------------------|
| (A) Processed data | (B) Unprocessed data |
| (C) Raw Data       | (D) None of above    |

b. Inputs of MIS are:

- |                                 |                   |
|---------------------------------|-------------------|
| (A) Transaction processing data | (B) External data |
| (C) Unstructured data           | (D) All of above  |

c. Which of the following is not a DSS component?

- |                    |                      |
|--------------------|----------------------|
| (A) database       | (B) software system  |
| (C) user interface | (D) inference engine |

d. Digital signature is being used primarily for

- |                       |                                   |
|-----------------------|-----------------------------------|
| (A) Security          | (B) File retention                |
| (C) Database creation | (D) Uploading of data on internet |

e. The main pre-requisite of effective MIS is

- |                             |                |
|-----------------------------|----------------|
| (A) Knowledge base          | (B) Model base |
| (C) Artificial intelligence | (D) Data-base  |

f. Encryption \_\_\_\_\_

- |   |
|---|
| (A) Protects data stored                  |
| (B) Protects data during transmission     |
| (C) Is used to provide digital signatures |
| (D) All of above                          |

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- g. Expert systems are
- (A) A sub-set of artificial intelligence
  - (B) Used in making structured decisions
  - (C) Computer-based query systems
  - (D) All of above
- h. Data captured at the operation level of management is used \_\_\_\_\_
- (A) At tactical level of management
  - (B) Throughout the firm to make decisions
  - (C) At operational level of management
  - (D) At strategic level of management
- i. In e-commerce, Web sites are commonly used to support the \_\_\_\_\_ phase of marketing.
- (A) Pre-purchase
  - (B) Purchase
  - (C) Post-purchase
  - (D) All of above
- j. \_\_\_\_\_ approach of system development relies on users to create their own systems.
- (A) System development life cycle
  - (B) Prototyping
  - (C) End-user development
  - (D) All of above

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

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- Q.2** a. What is management information system (MIS)? What is the goal of MIS? What are the components that are vital for creating an effective MIS? (2+2+4)
- b. Describe the three basic levels of management decisions. How are the information systems used at the various levels of business management? (3+5)
- Q.3** a. What are the three general problems against which computer security systems need to be protected? (4)
- b. On the Web, what are cookies? Why they are necessary? (2+2)
- c. What are the five basic elements that are needed by online purchase mechanism? (8)
- Q.4** a. What are the common specific reasons which result in resistance of the MIS? (8)

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- b. What are the steps involved in strategic planning process? (8)
- Q.5** a. What tasks are performed by database administrator? (8)
- b. What are the advantages of integration of business function? (8)
- Q.6** a. What are the advantages and limitations of executive information systems? (8)
- b. What are the components of an expert system? (8)
- Q.7** a. What are external agents? How can they give a company a competitive advantage? (8)
- b. How does control over distribution channels give a firm a competitive advantage? (8)
- Q.8** a. What are the different categories of e-commerce? (8)
- b. What are the main elements of a business plan? (8)
- Q.9** a. What are the strengths and weaknesses of system development life cycle methodology of developing systems? (8)
- b. What are the different methods for implementing MIS? (8)