Presidency University, Bengaluru
School of Management

II Semester 2015-2016   Comprehensive   Course: **MBA A 112 Management Information Systems**
(Closed Book)

Max Marks: 80   Max Time: 3 Hours   Weightage: 40 %   28May 2016   **Set A**

Part – A
(10 X 2 = 20 Marks)
Answer all the questions

1. What is an Information System?
2. List down the Information System Resources?
3. Define Value Chain?
4. What is Commercial Off-the-Shelf (COTS) Software?
5. Define Data warehouse?
6. Define EAI?
7. What are the benefits of ERP?
8. Brief about What-if Analysis?
9. What is IT Architecture?
10. Define Prototyping?

Part – B
(6 X 5 = 30 Marks)
Answer all the questions

11. Explain, using examples, the e-Business Information Technology Infrastructure?
12. Illustrate the fundamental database structures using suitable examples?
13. Explain, using examples, the five stage cycle of transaction processing system?
14. Briefly explain the success factors of e-Commerce?
15. Describe how online analytical processing can meet key information needs of managers.
16. Explain, using suitable illustration, the systems development life cycle (SDLC)?

Part – C
(3 X 10 = 30 Marks)
Answer all the questions

17. Explain, using suitable illustrations, different types of Information System?
18. Explain, using suitable examples, how does Marketing information systems provide Information technologies to support major components of the marketing function?
19. Explain, using illustrations, how Supply Chain Management Software and Information Technologies help to reengineer and integrate the functional SCM process?

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II Semester 2015-2016   Test 1   Course: **MBA A 112 Management Information Systems**
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Max Marks: 30   Max Time: 50 Min   Weightage: 15 %   21 Mar 2016   **Set A**

Q 1. Answer the following in short   **(5Q x 1M=5M)**

    A. What is an Information system?
    B. What is the role of IS in business?
    C. What are the characteristics of a Customer-Focused Business?
    D. Define Strategic Information Systems?
    E. Give any two examples for a strategic use of IT for gaining competitive advantage?

Q 2. Briefly answer the following   **(3Q x 5M = 15M)**

    1. Briefly explain, how Information systems are classified?
    2. Identify several basic competitive strategies and explain how they use information technologies to confront the competitive forces faced by a business?
    3. Define and describe the functions of an operating system?

Q. No 3 A library makes an excellent information systems model. It serves as a very large information storage facility with text, audio, and video data archives. Briefly explain a library's equivalents of the each terms listed below:

       (10 Marks)

          a) Input

          b) Processing

          c) Output

          d) Storage

          e) Control & Feedback

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II Semester 2015-2016   Test 1   Course: **MBA A 112 Management Information Systems**
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Max Marks: 30   Max Time: 50 Min   Weightage: 15 %   21 Mar 2016   **Set B**

Q 1. Answer the following in short   **(5Q x 1M=5M)**

     A. Give examples for a general purpose application software?
     B. What is a User Interface? Give its types.
     C. What is Data resource management?
     D. List down the fundamental data concepts (or) logical data elements?
     E. What is Data Redundancy?

Q 2. Briefly answer the following   **(3Q x 5M = 15M)**

1. Explain the different types of databases with examples.
2. What is data mining? Elaborate its uses in different business operations?
3. "Information Technology is involved in all activities of business" - Justify your answers with suitable examples.

Q. No 3 Which application software packages are the most important for a business end user to know how to use?

Explain the reasons for your choices?   **(10 Marks)**

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II Semester 2015-2016   Test 2

Course: **MBA A 112 Management Information Systems**

(Closed Book)

Max Marks: 50   Max Time: 50 Min   Weightage: 25 %   02 May 2016   **Set A**

Part – A
(10 X 2 = 20 Marks)
Answer all the questions

1. _____ is a technique for making telephone calls over the Internet.
2. _____ is an interconnected or interrelated chain, group, or system.
3. _____ is a communications network in an office, a building, or other worksite.
4. Star, ring, and bus networks are examples of _____
5. Using the Internet and other networks for e-commerce, enterprise collaboration, and Web-enabled business processes are called _____.
6. _____ Information systems that support marketing, production, accounting, finance, and human resource management.
7. Collecting and periodically processing transaction data is called _____.
8. Using computing networks to support salespeople in the field is _____.
9. _____ is a cross-functional enterprise system that helps a business integrate and automate many of its internal business processes and information systems.
10. _____ is a network of business partners, processes, and relationships that supports the design, manufacture, distribution, and sale of a company's products.

Part – B
(4 X 5 = 20 Marks)
Answer all the questions

11. Explain, using suitable examples, the types of telecommunication networks?
12. Define EAI? Explain, using examples, how does it work?
13. Explain the application components of CRM? Give examples.
14. Explain the SCM Planning and Executions functions in business?

Part – C
(1 X 10 = 10 Marks)
Answer all the questions

15. Explain using suitable Internet, Intranet, and Extranet. Provide examples of their business applications.

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