

(6 pages)

Reg. No. : .....

Code No. : 10419 E Sub. Code : AMBA 53

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2022.

Fifth Semester

Business Administration – Core

MANAGEMENT INFORMATION SYSTEM

(For those who joined in July 2020 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. To become an effective MIS department must state its \_\_\_\_\_.
- (a) Objective (b) Goals  
(c) Mission (d) Profit

2. The major drawbacks in decision making by MIS is difficult due \_\_\_\_\_ for business problems.
- (a) Rules (b) Structure  
(c) Conditions (d) Strategy
3. The \_\_\_\_\_ system is used to serve the operational level of an organization.
- (a) Transaction (b) Information  
(c) Data (d) Executive
4. Meaningful set of data are \_\_\_\_\_.
- (a) Data set (b) Details  
(c) Information (d) All the above
5. Decision support system 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 changing array of problems  
(d) Perform and record the daily routine transactions necessary to the conduct of business

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6. The human order take can be bypassed when using a(n) \_\_\_\_\_.  
(a) Office automation system  
(b) Management information  
(c) Transaction processing system  
(d) Decision support system
7. \_\_\_\_\_ is the process of recording, classifying and summarizing the financial activities of an organization.  
(a) Planning (b) Managerial  
(c) Accounting (d) Diagnosis
8. The \_\_\_\_\_ management consists of recruit, placement and development of employees.  
(a) Marketing (b) Finance  
(c) Payroll (d) Human resource
9. Choose the incorrect property of the data warehouse  
(a) Volatile  
(b) Time variant  
(c) Subject-oriented  
(d) Collection from heterogeneous sources

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10. CRM is about \_\_\_\_\_.  
(a) Acquiring the right customer  
(b) Motivating employees  
(c) Instituting the best processes  
(d) All of the above

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).  
Each answer should not exceed 250 words.

11. (a) How are feedback and control more useful in the system concept?  
Or  
(b) Write down the limitations of MIS.
12. (a) What are the functions of management? Explain.  
Or  
(b) Define : Information. What are the attributes of information? Explain.
13. (a) Compare MIS and DSS.  
Or  
(b) Describe the capabilities of executive support system.

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14. (a) What are the important functions financial information system?

Or

- (b) Explain various inputs and outputs of marketing information system and their usefulness.

15. (a) What is CRM? Explain the benefits and challenges of CRM.

Or

- (b) Define Artificial intelligence. Explain the various applications of artificial intelligence.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)

Each answer should not exceed 600 words.

16. (a) Explain the structure of MIS based on physical components.

Or

- (b) What are the major levels of management found in an enterprise? Comment briefly on the main functions performed at various levels of management.

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17. (a) Discuss the different levels of management.

Or

- (b) Explain the process of generation of information.

18. (a) What is an expert system? Explain the benefits of expert system.

Or

- (b) Discuss the roles and activities involved in information system.

19. (a) Discuss about the functional areas of human resources.

Or

- (b) Explain the security issues relating to information system.

20. (a) What is cloud computing? Explain pros and cons of cloud computing.

Or

- (b) What is super beam? Discuss.

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