M. C. A.

(SEM. IV) EXAMINATION, 2006-07

MANAGEMENT INFORMATION SYSTEM

Time : 3 Hours] [Total Marks : 100

Note : Attempt all questions.

1 Answer any four parts : 4×5=20

(a) Why is a database generally a feature of an MIS? Explain.

(b) Describe the various attributes of Information System.

(c) Why do big companies still fail in their use of information technology? What should they be doing differently? Explain.

(d) Describe the various components of an Information System.

(e) Explain the term business process engineering.

(f) How information technology can help a company to be an agile competitor with the help of customers and business partners.

V–1472] 1 [Contd...
2 Answer any **four** parts: \[4 \times 5 = 20\]

(a) Differentiate between MIS and electronic data processing (EOP).

(b) Why is the MIS developed as a federation of systems rather than as a single, total system?

(c) How a model base different from a database? Explain.

(d) Define Management. Give various management functions at the various management levels.

(e) Describe the various parameters on which an organization is structured.

(f) Describe decision support system.

3 Answer any **two** parts: \[2 \times 10 = 20\]

(a) Differentiate among the following plans: strategic, long-range, medium range and short range.

(b) Define master-plan document. What should be included in a master plan document? Explain with example.

(c) (i) What are the various degrees of depth in validity checking?

(ii) Describe types of administrative control measures.

4 Answer any **two** parts: \[2 \times 10 = 20\]

(a) How traditional and web marketing communications differ in supporting each step of the buying process? Discuss in detail.

V-1472] 2 [Contd...
(b) What are some of the limitations or dangers you see in the use of AI technologies such as expert systems, virtual reality and intelligent agents? Explain.

(c) What is the difference between the parallel, plunge, phased and pilot forms of IS conversion? Explain with suitable example.

5 Answer any two parts: 2×10=20

(a) Describe the various ethical responsibilities of business professionals.

(b) Describe Enterprise application Architecture (EAA). Also describe supply chain management (SCM).

(c) (i) Computer virus and worms
    (ii) Procurement management