Name : ....

Roll No. : ....

Invigilator's Signature : ....

CS/MBA/SEM-2(PT)/MB-103/2012

2012
MANAGEMENT INFORMATION SYSTEMS-I

Time Allotted : 3 Hours   *Full Marks :* 70

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.
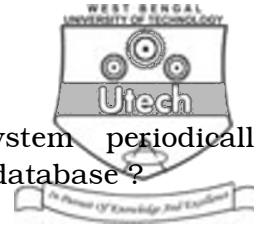
GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following :

$10 \times 1 = 10$

   i)   Which layer in the traditional organization pyramid develops the goals and strategies outlined by strategic management ?

   a)   Strategic management

   b)   Tactical management

   c)   Operational management

   d)   Non-management employees.

   ii) Which of the following devices is a tool to send information to and receive it from another person or location ?

   a)   Input device

   b)   Output device

   c)   Storage device

   d)   Telecommunication device.

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iii) Which data administration subsystem periodically backs up information contained in a database ?

    a) Concurrency control facilities

    b) Reorganization facilities

    c) Backup recovery facilities

    d) Security management facilities.

iv) Which phase of decision making carries out the chosen solution, monitors the results, and makes adjustments as necessary ?

    a) Intelligence   b) Design

    c) Choice   d) None of these .

v) Which component of a DSS consists of both the DSS models and the DSS model management system ?

    a) Data management

    b) Model management

    c) User interface management

    d) All of these.

vi) Which type of AI system is an adaptive system that works independently, carrying out specific, repetitive, or predictable tasks ?

    a) Expert systems   b) Neural networks

    c) Genetic algorithms   d) None of these.

vii) All of the following are IT components of an expert system, *except*

    a) Knowledge base   b) User acquisition

    c) Inference engine   d) User interface.

viii) 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.

ix) 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.

x) Management information systems usually

a) serve managers interested in weekly, monthly and yearly results, not day-to-day activities

b) help managers to 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.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following.   3 × 5 = 15

2. What are the characteristics of useful information ? What is CPU ?   2 + 3

3. Explain simplex, Half-duplex, Full-Duplex modes of transmission.

4. Describe the decision making process.

5. Differentiate amongst Internet, Intranet and Extranet.

6. How are B2C and C2B related ?

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following.   3 × 15 = 45

7. Discuss the Revenue Model of E-commerce. Describe the Prototype model in detail.   7 + 8

8. Describe different types of Threats in internet. What is CBIS ? What do you mean by cell referencing and what are different types of referencing ?   5 + 5 + 5

9. Discuss the MIS layered Architecture in detail. Discuss Different types of network topology.   7 + 8

10. Elaborate with examples the following processing methods :

    3 × 5

    a) Batch processing

    b) Online processing

    c) Real time processing.

11. What do you mean by 'Mail Marge' ? What are the advantages of using mail marge ? Describe the steps of mail merge using a suitable example.   3 + 3 + 9

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