



Name :
Roll No. :
Invigilator's Signature :

CS / MBA (NEW) / SEM-2 (FT) / MB-205 / 2011

2011

MANAGEMENT INFORMATION SYSTEMS – II

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 any *ten* of the following :
10 × 1 = 10
- i) Which of the following are reasons that customer relationship management systems may fail ?
 - a) Company's goals are too broad
 - b) Strategies are too generic
 - c) Implementations are often too software-centric
 - d) All of these.
 - ii) Which tool is used to help an organization build and use business intelligence ?
 - a) Data warehouse
 - b) Data mining tools
 - c) Database management systems
 - d) All of these.

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- iii) Which of the following is data manipulation tool?
 - a) File generators
 - b) Query by example tool
 - c) Structure question language
 - d) All of these.
- iv) The data administration subsystem helps you to perform all of the following , *except*
 - a) backups and recovery
 - b) query optimization
 - c) security management
 - d) create, change and delete information.
- v) Searching data from warehouse is called
 - a) data mart
 - b) data mining
 - c) data search
 - d) meta data.
- vi) An information analysis tool that involves the automated discovery of patterns and relationships in data warehouse is called
 - a) data mart
 - b) data mining
 - c) predictive analysis
 - d) business intelligence.
- vii) MS-Excel is an example of
 - a) DSS generator
 - b) DSS component
 - c) DSS tool
 - d) all of these.
- viii) The most important reason for failure of MIS is
 - a) use of improper tools for design
 - b) non-involvement of end-users
 - c) improper specification
 - d) none of these.
- ix) Transaction processing system works in the
 - a) Strategic information layer
 - b) Tactical information layer
 - c) Operational information layer
 - d) Top layer .

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- x) Which of the following is used for ERP software evaluation ?
 - a) The extent to which the development and methodology of the software are object-oriented
 - b) The ability of the software to handle server and client based data and application logic
 - c) Ease with which the software can be learned, implemented and taught to employees
 - d) None of these.
- xi) Association rule is used in
 - a) data mart
 - b) data mining
 - c) DBMS
 - d) ORACLE.
- xii) Which one of the following is in proper chronological order of emergence ?
 - a) MRP-I → ERP → MRP-II → XRP
 - b) ERP → MRP-I → MRP-II → XRP
 - c) MRP-I → MRP-II → ERP → XRP
 - d) ERP → XRP → MRP-I → MRP-II.

GROUP - B

(Short Answer Type Questions)

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

- 2. Describe the 3 schema architecture of Database.
- 3. Explain the decision making process in detail.
- 4. What are the limitations and advantages of using MIS ?
- 5. Discuss Online Analytical Processing (OLAP), Online Transaction Processing (OLTP) concepts.
- 6. Find superkey, candidate key, alternate key, primary key from following table :

Roll	Name	Marks	Grade
1	Raj	70	A
2	Tom	48	C
3	Firdousi	70	A
4	Suman	58	B

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GROUP - C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

- 7. a) Describe the information systems supporting the major business functions : sales and marketing, manufacturing and production, finance and accounting, and human resources.
- b) Write down the disadvantages of waterfall model.
- c) Briefly describe evolutionary model. $8 + 3 + 4$
- 8. a) What do you mean by data warehouse ? What are the characteristics and benefits of a data warehouse ?
- b) What are the objectives of data mining ?
- c) Explain the concept of OLAP. $6 + 5 + 4$
- 9. a) What is Meta Data ? “Meta Data is more popular than Data warehouse.” Explain.
- b) Differentiate between OLAP and OLTP.
- c) What is the utility of KMS ? $5 + 5 + 5$
- 10. a) Define the following : 3×2
 - i) Candidate key
 - ii) Referential integrity
 - iii) Strong and Weak entities.
- b) Draw an ER diagram for the Library Management System for an educational institute. 9
- 11. Write notes on any *three* of the following : 3×5
 - a) Measures of security of an information system
 - b) Extended ERP
 - c) Data mining
 - d) Informatica
 - e) Role of DBA in DBMS.

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