

Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/MBA/SEM-3 (PT)/MB-205/2012-13  
2012**

**MANAGEMENT INFORMATION SYSTEM-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 the following :

10 × 1 = 10

i) Transaction processing system works in the

a) Strategic information layer

b) Tactical information layer

c) Operational information layer

d) Top layer.

ii) Searching data from warehouse is called

a) Data Mart

b) Data Mining

c) Data search

d) Meta Data.

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- iii) The most complex type of decision that management has to face is
- a) unstructured decision
  - b) structured decision
  - c) control
  - d) none of these.
- iv) ERP stands for
- a) Enterprise resource planning
  - b) Employee resource planning
  - c) Enterprise restores point
  - d) None of these.
- v) The decision in which a problem is solved by a predefined procedure or algorithm is called
- a) Structured decision
  - b) Non-structured decision
  - c) Semi-structured decision
  - d) Both (a) and (b).



vi) The key driver(s) for supply chain is/are

- a) Money
- b) Material
- c) Information
- d) All of these.

vii) Operational CRM includes

- a) Company's CEO
- b) Company's sells or service representatives
- c) Company's M.D.
- d) None of these.

viii) Which of the following statement is true regarding MIS ?

- a) MIS are primarily meant for providing decision from the data after processing them.
- b) MIS is designed for individuals rather than for the job position.
- c) MIS is designed for different levels of management.
- d) None of these.

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ix) ..... management is responsible for taking tactical decision.

- a) Top level
- b) Middle level
- c) Junior level
- d) Both (b) and (c).

x) Herbert Simon model is related with

- a) DSS
- b) TPS
- c) MIS
- d) EIS.

**GROUP - B**

**( Short Answer Type Questions )**

Answer any *three* of the following.  $3 \times 5 = 15$

2. How DSS differs from MIS and TPS ?
3. Write down the difference between OLTP and OLAP.
4. Describe DDL and DML with example.
5. Explain Data Warehouse. How Data warehouse differs from Data Mart ?
6. Define Outsourcing. Why Outsourcing is called I.T. enabled services ( I.T.E.S. ) ?

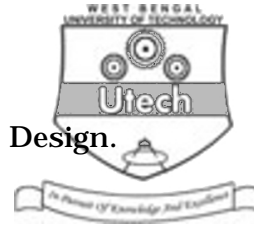


**GROUP - C**  
**( Long Answer Type Questions )**

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

7. a) Describe supply chain management.
- b) Define logistics.
- c) How does SCM differ from E-SCM and what are the advantages of E-SCM ?
- d) Explain briefly about the key drivers of supply chain management.
8. Define Marketing Information System. What are the applications and objectives of various sub-systems of Marketing Information System ?  $3 + 6 + 6$
9. Define DSS. What are the three basic components of DSS ? Identify the characteristics and important application of DSS to different types of decision.  $2 + 5 + 8$
10. a) What is Data Model ? What do you mean by Schema and Instances in Relational Data Model ?
- b) Write down the advantages of a DBMS over a file processing system.

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- c) Describe the role of DBA in Database Design.
- d) Write down the SQL queries for the following database schemes :

Employee ( e\_no, e\_name, address, basic\_salary,  
job\_status )

Projects ( p\_no, p\_name, nos\_of\_staff )

Work\_in ( p\_no, e\_no, p\_job )

- i) Find the names of employee whose basic salary is greater than Rs. 4,000.00.
- ii) Display the name of the employees and basic salary whose job status is professor.
- iii) Compute the total basic salary of all employees.
- iv) Display employee name, address and job status that get the highest basic salary.
- v) Add a new column dept\_no ( size - 15, numeric ) to the Employee Table. 3 + 3 + 4 + 5



11. Write short notes on any *three* of the following : 3 × 5

- a) Customer Relationship Management.
- b) Benefits and challenges of ERP.
- c) Data Mart and Data Mining.
- d) Extended Enterprise Resource Planning.
- e) E-procurement.

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