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 :

$10 \times 1 = 10$

   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 .

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*

GROUP – C
(Long Answer Type Questions)
Answer any *three* of the following.   3 × 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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