PAPER ID-421198

Subject Code: KMBN208

Roll No: | | | | | | | | | | | | | |

**MBA**

**(SEM II) THEORY EXAMINATION 2021-22**

**MANAGEMENT INFORMATION SYSTEMS**

***Time: 3 Hours*** ***Total Marks: 100***

**Notes:**

- *Attempt all Sections and Assume any missing data.*
- *Appropriate marks are allotted to each question, answer accordingly.*

| **SECTION-A** | Attempt **All** of the following Questions in brief | Marks**(10X2=20)** | **CO** |
|---|---|---|---|
| Q1(a) | How data is different from information? | | 1 |
| Q1(b) | Define system. | | 1 |
| Q1(c) | What do you mean by management information system? | | 1 |
| Q1(d) | Define table and field. | | 1 |
| Q1(e) | What is strategic information? | | 1 |
| Q1(f) | Define database. | | 1 |
| Q1(g) | What is data warehouse? | | 1 |
| Q1(h) | What is report? | | 1 |
| Q1(i) | Define data administration. | | 1 |
| Q1(j) | What data redundancy | | 1 |

| **SECTION-B** | Attempt **ANY ONE** of the following Case Analyses | Marks**(2X15=30)** | **CO** |
|---|---|---|---|
| Q2(a) | InfoComm Inc., called off its acquisition of SoftGuide Knowledge Consultants, Friday, saying that 1Billion was too high a price." (SoftGuide has a considerable market share in Training and Development services and would therefore help InfoComm to diversify and expand its range of services to customers.) "Although InfoComm officials would not comment further, several observers said that problems discovered at SoftGuide probably lay behind the decision. The article said that InfoComm feared that SoftGuide's data-processing system was inadequate to handle the new products planned for the SoftGuide sales staff. InfoComm officials were also concerned about the 30 percent annual turnover among sales personnel. Tabrez A., SoftGuide CEO, responded that the SoftGuide's data-processing was quite competent and has absorbed at least one new product a month for two years." **Answer the following questions:**<br>i) Why should InfoComm be so concerned about the capabilities of SoftGuide's data-processing?<br>ii) What competitive advantages to a Training and Consultancy services company may be provided by an information system? | | 4 |
| Q2(b) | Utpal had just joined SystemX as Systems Manager. But he was a worried man looking at the current state of affairs at SystemX. As a part of assessing hardware and software requirements, it was found that out of the 364 desktops at the corporate office; more than half did not have their anti-virus software updated with recent virus signature files. Three - fourths had not changed the defaulte-mail password (it was the user name) and no one had installed OS patches. And one of its local mail servers seemed to be an open relay! For a fleeting moment, he wondered about the situation at the seven branch offices across the country. SystemX used the Net extensively in dealing with its branches, customers and suppliers. Information like contract documents, marketing plans, Cheque and Draft numbers, bank account details and collection details were regularly transmitted by e-mail. Utpal's first thought was that he would recommend that SystemX bring in a security consultant. But the budget constraints meant that his recommendation was unlikely to find favour. He was beginning to feel a bit out of depth and was wondering what he should do to ensure that SystemX's data remained safe and secure. **Answer the following questions:**<br>i) What security loopholes come to the fore in the situation described? How can these be plugged?<br>ii) What is the importance of a "security budget" in the context of the given situation? | | 4 |

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| SECTION-C | Attempt **ANY ONE** following Question | Marks **(1X10=10)** | CO |
|---|---|---|---|
| Q3(a) | Discuss characteristics and importance of transaction processing system. | | 2 |
| Q3(b) | "Information as strategic resource used for competitive advantage". Justify statement with suitable example. | | 3 |

| SECTION-C | Attempt **ANY ONE** following Question | Marks **(1X10=10)** | CO |
|---|---|---|---|
| Q4(a) | Discuss emerging trends in information technology. | | 3 |
| Q4(b) | Discuss different techniques of data mining. | | 3 |

| SECTION-C | Attempt **ANY ONE** following Question | Marks **(1X10=10)** | CO |
|---|---|---|---|
| Q5(a) | Discuss attributes of information and explain its relevance to decision making. | | 4 |
| Q5(b) | Explain Herbert Simon's model of decision making. | | 3 |

| SECTION-C | Attempt **ANY ONE** following Question | Marks **(1X10=10)** | CO |
|---|---|---|---|
| Q6(a) | Discuss decision support system with its component. | | 2 |
| Q6(b) | Explain need and challenges of data management. | | 4 |

| SECTION-C | Attempt **ANY ONE** following Question | Marks **(1X10=10)** | CO |
|---|---|---|---|
| Q7(a) | Explain the importance of data independence with suitable example. | | 5 |
| Q7(b) | Consider database having following data in tables-<br>emp (eno, ename, bdata, title, salary, dno)<br>proj (pno, pname, budget, dno)<br>(i) Write an SQL query that returns the project number and projects with a budget greater than $200000.<br>(ii) Write an SQL query that returns the employees (number and name only) who have title of 'EE' or 'SA' and make than $35000. | | 5 |