School of Computer Applications

BBDU

Roll No.	1	2	2	0	2	5	8	0	8	2

Second Sessional Tests 2024-25

Fifth Semester

BCADS1503: Management Information System

Max. Marks: 30

Time: 60 Minutes

(Section A)

(5*1=5)

Q.1: Attempt all Questions:

a. Mention at least two characteristics of an effective MIS.
b. Name two features of a CRM system.
c. What is the role of HRMIS in an organization?
d. Define Decision Support System (DSS).
e. What is Consumer-to-Consumer (C2C) e-commerce?

(Section B)

(2*7.5=15)

Q2. Attempt any Two:

a. How does an ERP system enhance the decision-making process within an organization? What are the key benefits associated with ERP implementation?
b. Explain the functions and benefits of Human Resource Management Information Systems (HRMIS) in managing human resources within an organization.
c. Explain the concept of Customer Relationship Management (CRM) systems. How do these systems help businesses understand and meet customer needs more effectively?
d. Examine the role of Marketing Management Information Systems (MMIS) in enhancing marketing strategies. How do these systems help in consumer behaviour analysis?

(Section C)

(10*1=10)

Q3. Attempt any ONE:

a. Explain the different types of e-commerce models: Business-to-Business (B2B), Business-to-Consumer (B2C), and Consumer-to-Consumer (C2C). How do they differ in terms of technological requirements?
b. Discuss the importance of Supply Chain Management (SCM) in modern businesses. How do information systems contribute to the optimization of supply chain processes?
c. Discuss the characteristics of Decision Support Systems (DSS). How do elements like flexibility, interactivity, and analytical capabilities differentiate DSS from traditional MIS?