

END SEMESTER EXAMINATION, MAY - 2026**M. B. A. Semester – II****Paper Code: 542111****Subject Name: Management Information Systems****Subject Code: MBA202****Time allotted: 03 Hours****Max. Marks: 100****Note: Read all the instructions carefully.**

Q.1	VERY SHORT ANSWER QUESTIONS – Attempt All.	(10x2 = 20 Marks)
a.	Explain the role of MIS in the organizations.	(CO1)
b.	What is DFD?	(CO1)
c.	What are unstructured decisions?	(CO1)
d.	Define information system.	(CO1)
e.	Explain ERP.	(CO1)
f.	Describe diagnostic information.	(CO1)
g.	What is data diddling?	(CO1)
h.	Define TPS.	(CO1)
i.	Define technical feasibility.	(CO2)
j.	Write down entity relationship diagram symbols.	(CO2)
Q.2	SHORT ANSWER QUESTIONS – Attempt any Five.	(5x4 = 20 Marks)
a.	What are the different kinds of information systems? Give examples.	(CO2)
b.	How do ethical concerns manifest in the design and implementation of Management Information Systems (MIS)?	(CO3)
c.	What are the categorization of information on the basis of nature and characteristics?	(CO3)
d.	Considering the evolving landscape of software development methodologies, how are CASE tools adapting to support emerging trends such as microservices architecture and modular monoliths?	(CO3)
e.	Differentiate between financial and operational feasibility.	(CO4)
f.	Develop the context diagram (Level 0, 1 st and 2 nd DFD) for students enrolling in bachelors degree at HSMS.	(CO4)
g.	Compare and contrast logical design with physical design.	(CO4)
Q.3	STRUCTURED QUESTIONS – Attempt any Three.	(3x10 = 30 Marks)
a.	Determine the various system analysis phases. Explain each phase in detail.	(CO4)
b.	Evaluate the role of information systems in supporting various levels of business strategy. Why is there considerable resistance in organizations towards introduction of information systems?	(CO5)
c.	Discuss computer ethics. Explain the various computer related ethical issues found in information systems? Give suitable Examples.	(CO5)
d.	Explain the duties and responsibilities of system analyst. Highlight the job description of system analyst.	(CO5)

P.T.O./-

Q.4	Case Analysis/ Situation Based QUESTIONS – Attempt any Two.	(2x15 = 30 Marks)
	a. The Internet and Business Strategy ABC Company, an independent advisor to media cos. conducted a survey of 400 publishers. The responses on the role of the Internet in company's business strategy revealed that very few publishers expected sufficient on-line revenues from the Internet. Survey revealed that majority of publishers would increase Internet Investment in next financial year and they did not think Internet revenues would increase over next two years. Most of the publishers are still using web basically as a marketing tool. However around 75% of the respondents said that Internet could be a great opportunity for magazine publishing industry rather than a threat. Survey also revealed that industry faces increased competition from Internet but industry would have to embrace the Internet to survive & compete in the market. Questions: 1. What are the important opportunities and threats posed by the Internet for publishing Industry? 2. What is the contribution of SWOT Analysis to formulate a business strategy in a Publishing business?	(CO5)
	b. Explain ERP technologies. What are the major features and benefits of ERP to firms? Suggest any ERP implementation approach for firms.	(CO6)
	c. Call centres are basically, now a days act as an interface between public and the organization, called sometimes as a point of contact for customers and public at large. Away from the public & the organization itself, it routes the calls to a particular department and acts as a first-stage filter for calls. Simple & routine enquiries are dealt with automatically, using computer-generated messages or can be handled & satisfied by the operators who have some understanding of business and its operations and are aware of FAQ's (Frequently asked questions). In present day scenario, the goal & role of call centres has changed from mere traditional operational services providers for financial sectors companies to large companies including entertainment, cinema, tours & travel operators & local authorities to use call centres to handle first-line enquiries. The credit of the success of call centres goes undoubtedly to the rapid growth in IT sector and especially in telephony. Now, smaller size computerized systems have replaced big switch boards, and even many systems employee voice recognition softwares. The most fundamental effort of establishing a call centre is for the organizations to gain a competitive advantage. The cost of dealing with customers enquiries falls, and is set up with core, the quality of customer satisfaction & service is increased. The workflow through call centre is controlled by the system itself. The agents are very important as they are customer's first point of contact with the Company. Call centres in the past, have shown very high employee-turnover and high level of absenteeism because of intense working atmosphere and wages were relatively low. So, the agents needs to be managed effectively & tactfully. Questions: 1. Describe the system model for a call centre & the organization. 2. "Decision making process is supported largely by data collected both automatically and by the agents at the call centre." Justify. 3. Consider two organizations of your choice, each involved in different activity or business. Consider the different types of calls that can be taken by their call centres.	(CO6)