M.B.A. (Part - I) (Semester - II) Examination, 2013
Management Information System (Paper - XIII)
Sub. Code: 48332

Day and Date : Friday, 24 - 05 - 2013

Time : 10.00 a.m. to 1.00 p.m.

Total Marks : 70

Instructions :1) Qu. 1 and Qu. 5 is compulsory.

2) Attempt any two questions from question No. Qu. 2 to Qu. 4.

3) Figures to the right indicate full marks.

Q1) Midas Touch Inc., a software company having a large pool of computer professionals. For each project, a project team is formed. At die end of the project, the team is disbanded and members go back to a bench. At times, the company finds that all their professionals are out on projects and there is no one on the bench to be assigned to new project that has been finalized. The company has to employ new personnel. Project leaders find it difficult to work with "raw hands". The company would like to have an information system that would provide actionable information to forecast the manpower requirement and estimate die need for recruitment and training. Analyse the case and quote your finding and suggestions for developing a MIS. **[20]**

OR

a) Explain the need and importance marketing information system for retail industry. **[10]**

b) Explain significance of GDSS in group decision support. **[10]**

Q2) What do you mean by Information System? Explain different types of information system used in organisation. **[15]**

Q3) What is DSS? Explain the characteristics and component architecture of DSS. **[15]**

Q4) a) Explain the reasons of IS system success and failure. **[7]**

b) What is SDLC? Explain different phases of SDLC. [8]

Q5) Write short notes on (any four) [20]

1) Prototyping
2) Types of Decisions
3) ESS
4) Computer Literacy Vs IS Literacy
5) HR Information System

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