

Seat No.	
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M.B.A. (Part - I) (Semester - II) Examination, May - 2014
MANAGEMENT INFORMATION SYSTEM
(Paper - XIII)
Sub. Code : 48332

Day and Date : Wednesday, 28-05-2014**Total Marks : 70****Time : 10.00 a.m. to 1.00 p.m.**

- Instructions :**
- 1) Qu.1 and Qu.5 is compulsory.
 - 2) Attempt any two questions from Qu.No. 2 to Qu.4.
 - 3) Figures to the right indicate full marks.

Q1) Gaint Industries is a large scale engineering company involved in production and marketing of heavy engineering products. Maintenance manager with the team of nine persons takes care of the maintenance activities. The manager finds the paper work relating to maintenance is taking substantial time and effort. Still information support is not at comfortable level. The company is looking for an information system solution.

Assignment: As a information specialists, propose appropriate information system solution. **[20]**

OR

- a) Explain the need, significance and components of Marketing information system. **[10]**
 - b) Discuss the causes of information system success and failure. **[10]**
- Q2)**
- a) What do you mean by GDSS? How GDSS can enhance group decision making? **[7]**
 - b) Explain strategic role of information system. **[8]**
- Q3)** Define DSS. Explain the characteristics and component architecture of DSS. **[15]**
- Q4)** What is Information system? Explain different types of information systems used at various levels in business organisation. **[15]**
- Q5)** Write short notes on (Any Four): **[20]**
- a) MIS
 - b) SDLC
 - c) Financial Information system
 - d) End user development
 - e) Prototyping.

