Enrollment No: _____ Exam Seat No:_____

C.U.SHAH UNIVERSITY

Summer Examination-2017

Subject Name: Management Information System

Subject Code: 4MS06MIS1 **Branch:** BBA

Semester: 6 **Date : 15/04/2016** **Time : 10:30 To 01:30** **Marks : 70**

Instructions:

(1) Use of Programmable calculator & any other electronic instrument is prohibited.
(2) Instructions written on main answer book are strictly to be obeyed.
(3) Draw neat diagrams and figures (if necessary) at right places.
(4) Assume suitable data if needed.

Q-1 **Attempt the following questions:** **(14)**

Define Following Terms:

a) Information Technology (1)
b) Computer Literacy (1)
c) Supply Chain Management (1)
d) Digital Wallet (1)
e) MICR (1)
f) Intranet (1)
g) Executive Support System (1)
h) System Software (1)
i) DBMS (1)
j) Data Warehousing (1)
k) Data Mining (1)
l) EDI (1)
m) TCP / IP (1)
n) Web Browser (1)

Attempt any four questions from Q-2 to Q-8

Q-2 **Attempt all questions** **(14)**

a List & Describe four major reasons why Information Systems are so important for business today. **(7)**

b Define Information System. Explain Dimensions of Information System. **(7)**

Q-3 **Attempt all questions** **(14)**

a Write a note on Transaction Procession System. **(7)**

b Write a note on Decision Support System. **(7)**

Q-4		**Attempt all questions**	**(14)**
	a	What is LAN? What are the components of a typical LAN?	**(7)**
	b	What is network topology? Explain with diagrams any TWO types of network topologies.	**(7)**
Q-5		**Attempt all questions**	**(14)**
	a	Write a note on E-commerce.	**(7)**
	b	Explain any TWO functional Information Systems.	**(7)**
Q-6		**Attempt all questions**	**(14)**
	a	Discuss IT support for customer relationship management.	**(7)**
	b	Define Data Mining and discuss the role played by it in Managerial Decision Making.	**(7)**
Q-7		**Attempt all questions**	**(14)**
	a	Write a note on Enterprise Resource Planning.	**(7)**
	b	Identify & describe the four levels of the organizational hierarchy and the information systems serving them.	**(7)**
Q-8		**Attempt all questions**	**(14)**
	a	What is Artificial Intelligence? What are its five elements?	**(7)**
	b	Write a note on Cyber Crime.	**(7)**