Dr. Babasaheb Ambedkar Open University
Term End Examination July – 2018

Course	:	**BBAIB**	**Date**	:	**11-07-2018**
Subject Code	:	**BBAIB-305**	**Time**	:	**11:00am to 02:00pm**
Subject Name	:	**Management & Information System**	**Duration**	:	**03 Hours**
			Max. Marks	:	**70**

Section A

Answer the following (Attempt any three) **(30)**

1. Write a detailed note on EIS & DSS.
2. Discuss the components of DBMS, Advantages & Disadvantages functions of DBMS.
3. Write a Short note on Enterprise Resource Planning
4. What is SDLC? Discuss in Details with Diagram and steps involved in it.
5. What are the Characteristics of Operational, Tactical & Strategic Level of Information System in an organization?

Section B

Answer the following (Attempt any four) **(20)**

1. What are expert Systems
2. Demonstrate knowledge management with the help of a diagram.
3. Explain Business Process Re-engineering .
4. Explain the goals of Production Management (PM) function in MIS.
5. Explain the characteristics of Information.
6. Explain the meaning of enterprise application as a business application

Section C

Part – A (Multiple Choice Questions) **(10)**

1 If a university sets up a web-based information system that faculty could access to record student grades and to advise students, that would be an example of a/an

A CRM B intranet
C ERP D extranet

2 Decision makers who are concerned with tactical (short-term) operational problems and decision making are

A middle managers B executive managers
C supervisors D mobile managers

3 The application of information to scan an organisation's environment is:

A external communication. B information overload.
C sensing. D internal communication.

4 When a bank uses information to launch a personalised credit card product this:

A manages risks. B creates a new opportunity.
C adds value. D reduces costs.

5 The general transformation cycle for information is

A information to data to knowledge. B knowledge to data to information.
C data to knowledge to information. D data to information to knowledge.

6 The most important attribute of information quality that a manager requires is:

A relevance. B media.
C presentation. D timeliness.

7 To improve the performance of a business process, which of the following is most relevant?

A Input. B Processing
C Control and feedback D All of above.

8 Which of the following phases is unique to the commercial application package implementation strategy as opposed to the rapid application development strategy

A problem analysis B construction and testing
C business process design D requirements analysis

9 A model-driven analysis approach that focuses on the structure of stored data in a system rather than on processes is

A structured analysis B information engineering
C rapid architected analysis D object-oriented analysis

10 Which of the following analysis techniques derive system models from existing system or discovery prototypes?

A rapid architected analysis B object-oriented analysis
C data modeling D discovery prototyping

Part – B (Do as Directed) (10)

1 What is DML ?
2 What are the ACID Properties of Database?
3 What do mean by TPS . ?
4 Define Organizational Structure.
5 What is an open System ?
6 What is DDL ?
7 What do you mean by feasibility study ?
8 Define Knowledge?
9 Define Data.
10 What is the role of data dictionary in system analysis ?