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Reg. No. : .....

Code No. : 30434 E Sub. Code : AMBA 53

B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2023.

Fifth Semester

Business Administration — Core

MANAGEMENT INFORMATION SYSTEM

(For those who joined in July 2020 only)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. MIS is normally found in \_\_\_\_\_ sectors.
  - (a) Service
  - (b) Education
  - (c) Manufacturing
  - (d) Marketing

5. Information system that monitor the elementary activities and transaction of the organization as \_\_\_\_\_

- (a) Management level System
- (b) Operation level System
- (c) Knowledge level System
- (d) Strategic level System

6. \_\_\_\_\_ is the process of recording, classifying and summarizing the financial activities of an organization.

- (a) Planning
- (b) managerial
- (c) Accounting
- (d) Diagnosis

7. A \_\_\_\_\_ Strategy seeks to achieve competitive advantage by allowing the business unit to make more profit than its competitors.

- (a) Focus
- (b) cost leadership
- (c) linkage
- (d) information leadership

8. Who was the father of Artificial Intelligence?

- (a) John Mc. Carthy
- (b) Fisher Ada
- (c) Alan Turing
- (d) Allen Newell

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2. The information of MIS comes from the boot \_\_\_\_\_ sources.

- (a) Internal
- (b) External
- (c) Superficial
- (d) Internal and External

3. The system which is designed to provide useful information while making decisions regarding human resources of an organization classified as \_\_\_\_\_

- (a) Benefit analysis system
- (b) Human resource information system
- (c) Decision information system
- (d) Integration HR

4. A Financial information system involves the \_\_\_\_\_ of financial and accounting data.

- (a) Collection, storage and processing
- (b) System maintenance
- (c) System testing
- (d) None of the above

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9. The process of manage information about customer to maximize loyal is said to be \_\_\_\_\_

- (a) Retailer management
- (b) Customer Relationship
- (c) Company Relationship
- (d) Supplier Relationship

10. Which of the following is not type of cloud computing server?

- (a) Public
- (b) Private
- (c) Dedicated
- (d) Merged

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) What are the characteristics of Management Information System?

Or

- (b) What are the nature and scope of Management Information System?

12. (a) How the information is considered as corporate resources?

Or

- (b) Define Information. Write its features of information.

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[P.T.O.]

13. (a) What are the changing roles of Information System?

Or

(b) What are the five types of Information System user?

14. (a) What are the threats of Information System?

Or

(b) Write short notes on :

(i) Virus

(ii) Adware

(iii) Spyware

(iv) Zombies

15. (a) Explain the Customer Relationship Management.

Or

(b) Who are the ones use the Big data Technology?

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PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) How strategic Information System is used for Competitive Advantage?

Or

(b) Define MIS. Trace out the Evolution of Management Information System.

17. (a) Describe Managerial Effectiveness. Explain the elements of Managerial Effectiveness.

Or

(b) How the information is considered as a corporate resources?

18. (a) Explain the concept of ERP What are the advantages and Disadvantages of ERP?

Or

(b) What are the main components of an Information System?

19. (a) Explain the most common website security of Vulnerabilities.

Or

(b) Explain briefly the Marketing Information System with model.

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20. (a) Explain the Artificial Intelligence (AI) History and Types.

Or

(b) What are the Characteristics of Cloud Computing?

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