



Code: AC22

Subject: MANAGEMENT INFORMATION SYSTEMS

- g. Expert systems are
- (A) A sub-set of artificial intelligence
  - (B) Used in making structured decisions
  - (C) Computer-based query systems
  - (D) All of above
- h. Data captured at the operation level of management is used \_\_\_\_\_
- (A) At tactical level of management
  - (B) Throughout the firm to make decisions
  - (C) At operational level of management
  - (D) At strategic level of management
- i. In e-commerce, Web sites are commonly used to support the \_\_\_\_\_ phase of marketing.
- (A) Pre-purchase
  - (B) Purchase
  - (C) Post-purchase
  - (D) All of above
- j. \_\_\_\_\_ approach of system development relies on users to create their own systems.
- (A) System development life cycle
  - (B) Prototyping
  - (C) End-user development
  - (D) All of above

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**Answer any FIVE Questions out of EIGHT Questions.  
Each question carries 16 marks.**

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- Q.2** a. What is management information system (MIS)? What is the goal of MIS? What are the components that are vital for creating an effective MIS? (2+2+4)
- b. Describe the three basic levels of management decisions. How are the information systems used at the various levels of business management? (3+5)
- Q.3** a. What are the three general problems against which computer security systems need to be protected? (4)
- b. On the Web, what are cookies? Why they are necessary? (2+2)
- c. What are the five basic elements that are needed by online purchase mechanism? (8)
- Q.4** a. What are the common specific reasons which result in resistance of the MIS? (8)

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- b. What are the steps involves in strategic planning process? (8)
- Q.5** a. What tasks are performed by database administrator? (8)
- b. What are the advantages of integration of business function? (8)
- Q.6** a. What are the advantages and limitations of executive information systems? (8)
- b. What are the components of an expert system? (8)
- Q.7** a. What are external agents? How can they give a company a competitive advantage? (8)
- b. How does control over distribution channels give a firm a competitive advantage? (8)
- Q.8** a. What are the different categories of e-commerce? (8)
- b. What are the main elements of a business plan? (8)
- Q.9** a. What are the strengths and weaknesses of system development life cycle methodology of developing systems? (8)
- b. What are the different methods for implementing MIS? (8)