C 43516 (Pages : 3) Name......................................

Reg. No................................

SECOND SEMESTER M.B.A. DEGREE EXAMINATION
JULY 2023

(CUCSS)

M.B.A.

BUS 2C 15—MANAGEMENT INFORMATION SYSTEM

(2016 Scheme)

Time : Three Hours   Maximum : 36 Weightage

Part A

Answer **all** *questions.*
Each question carries 1 *weightage.*

1. What is information system ?

2. What is DSS ?

3. List out advantages of office automation.

4. Identify the purpose of system audit.

5. What is WAN ?

6. What is data analytics ?

(6 × 1 = 6 weightage)

Part B

Answer any **four** *questions.*
Each question carries 3 *weightage.*

7. Examine the information requirements for different levels of managers in general ?

8. Describe the operational elements of a system ?

9. What is meant by report generator ? Enlist its features.

10. Identify the functions of ERP.

11. What are the characteristics of a good server system ?

12. What are the considerations in designing database ?

(4 × 3 = 12 weightage)

Turn over

Part C

Answer any **three** *questions.*

Each question carries 4 *weightage.*

13. Describe the stages of system development ?

14. Describe the management challenges posed by the information systems and suggest some solutions ?

15. Explain major subsystems of MIS ?

16. 'Data security is matter of concern for businesses'. Do you agree with the statement ? Why ?

17. What are the applications of data warehousing and data mining ? Cite examples ?

$(3 \times 4 = 12$ weightage$)$

Part D (Compulsory)

The question carries 6 *weightage.*

18. Google Cloud recently announced collaboration with Pune Mahanagar Parivahan Mahamandal Ltd (PMPML), the public transport bus service provider for the twin cities of Pune and Pimpri Chinchwad and PMRDA region. The aim is to build an intelligent transit management system and feed system to track buses live on Google Maps. PMPML has hardware installed on their buses which are capable of sending real-time data. The collaboration with Google Cloud will help them ingest real-time data from all applicable buses from the OBU (on board unit) system installed on the PMPML buses. Once published on Google Maps, 'Live Transit Updates' service will allow commuters to track buses in real time on Google Maps.

"This partnership aspires to not only improve commuter experiences but also improve the internal efficiencies of PMPML over time in a scalable and replicable fashion leveraging transformational technologies like Cloud and data analytics. It will change the landscape of the public transport system," said Chairman and Managing Director, PMPML.

The system will be further extended to include the features of transport analytics, including asset tracking, predictive maintenance and incident response in the next phase to reduce the operational cost and increase the revenue, said Google Cloud.

Questions :

   (i)   Examine how the system becomes useful for commuters and common people ?

  (ii)   What are the potential gains for the transport company out of the intelligent transit management system ?

$(1 \times 6 = 6$ weightage)