SECOND SEMESTER M.B.A. DEGREE EXAMINATION, JUNE 2020

(CUCSS)

M.B.A.

BUS 2C 15—MANAGEMENT INFORMATION SYSTEM

(2016 Admission onwards)

Time : Three Hours   Maximum : 36 Weightage

Part A

Answer the following question each carries 1 weightage.

1. What is MIS ?

2. Explain Open and Closed System.

3. Define DBMS (Date base Management System).

4. What is WWW ?

5. Define Prototyping.

6. What is Data warehouse ?

(6 × 1 = 6 weightage)

Part B

Answer any four of the following question each question carries 3 weightage.

7. Define System. Discuss any 3 system characteristics.

8. Explain the different types of network.

9. What is the role of knowledge Management System in enterprise ?

10. Why are internet & WI-FI Networks so difficult to secure ?

11. Explain four major applications of ERP.

12. Explain B2B, B2C, and C2C E-Commerce.

(4 × 3 = 12 weightage)

Part C

Answer any three of the following question each question carries 4 weightage.

13. Define Data Mining. Explain various methods to collect data.

14. Describe the phases of system development life cycle (SDLC).

Turn over

15. Differentiate between strategic information and tactical information.

16. Discuss the impact of information technology (IT) in MIS.

17. Write a short note on :

　　1)　OAS.

　　2)　ESS.

(3 × 4 = 12 weightage)

Part D

Answer the following question.

18. Explain the use of information for competitive advantage.

(1 × 6 = 6 weightage)