

C 3720

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Name.....

Reg. No.....

**SECOND SEMESTER M.B.A. DEGREE (REGULAR/SUPPLEMENTARY)  
EXAMINATION, JULY 2021**

M.B.A. (CUCSS)

BUS 2C 15—MANAGEMENT INFORMATION SYSTEM

Time : Three Hours

Maximum : 36 Weightage

**Part A**

*Answer the following questions.  
Each question carries 1 weightage.*

1. What is Operating System?
2. Explain Feedback loop.
3. Define the term Data and Information.
4. What is ERP?
5. Define a Digital Market.
6. What is Information Audit System?

(6 × 1 = 6 weightage)

**Part B**

*Answer any **four** of the following  
Each question carries 3 weightage.*

7. Explain why 'Feedback' and 'Control' are considered as the Key System Concepts.
8. What are the advantages of Networking?
9. State the Objectives of Management Information System.
10. Distinguish between Internet and Extranet.
11. Discuss how Information Technology can support the Organisation.
12. What is CRM? Why is Customer relationship so important today?

(4 × 3 = 12 weightage)

**Part C**

*Answer any **three** of the following.  
Each question carries 4 weightage.*

13. Explain the Concept of Decision-Making. Describe Herbert Simon's Model of Decision-Making.
14. What is Network Technology? Explain the various topologies.

**Turn over**

15. Distinguish between Decision Support System (DSS) and Management Information System (MIS).
16. Explain the benefits of ERP to Organisation.
17. State the ethical and social issues of Information System.

(3 × 4 = 12 weightage)

**Part D**

*Answer the following question.*

18. Why is MIS looked upon as a strategic need of Management today?

(6 weightage)