

**M.B.A. DEGREE EXAMINATIONS: DECEMBER – 2008**

Second Trimester

**P07BA205 MANGEMENT INFORMATION SYSTEM**

**Time: Three Hours**

**Maximum Marks: 100**

**Answer ALL Questions:-**

**PART A (1 x 20 = 20 Marks)**

**CASE STUDY**

- 1) It is not that Data tech did not own and make extensive use of Computers. Its staff had about 200 desktop Computers of all ages in its eight field offices, while the headquarters had its own Computers as well. The staff maintained customer details, invoice, job assignment and inventory systems, among others, on these Computers. The lack of a unified Computer system in such an expanding company created other problems as well .Employee often worked 12 hours per day just to keep up with their growing business. One major problem was still obvious. Data stored in Computers around the country were isolated because these Computers were not connected. The way the company handled this problem was to have each office send their data on floppy diskettes to other offices overnight by courier service. Meanwhile the company continued to grow and the efficiency began to disappear.

Today Datatech is finally in the process of building a new computer system at a cost of about \$1 million. The company clearly can afford them because its revenues are still growing at 20 percent per year .Elements of the new Computer include a minicomputer in the company headquarters ,networks to connect all the computers within each office , and the network to connect the eight field offices to each other and to headquarters. The company has more plans for that enable customers to leave detailed messages about their problems in the Datatech Computers and to schedule their own customer service calls.

**Questions:-**

- i) How important are Information Systems in solving the problems of companies like Datatech?
- ii) Do you approve Data tech's move towards computerization? Justify your answer?

**PART B (10 x 2 = 20 Marks)**

- 2) What do you mean by Information System?
- 3) What is a business model?
- 4) Write down the different types of Information Systems.
- 5) Define the term Database.
- 6) What possible subcomponents can be involved in a Financial Information System?
- 7) Define end-user computing.
- 8) Write down the subcomponents of Decision Support System
- 9) Define Software Engineering.
- 10) Differentiate Verification and Validation.
- 11) Write any four software metrics which are used to measure the quality of the software.

**PART C (4 x 15 = 60 Marks)**

- 12 a) Discuss the various types of Information Systems and its implementation at various levels of Management in detail.

**(OR)**

- b) Write an essay on the evolution of Information Systems.

- 13 a) Identify the various components of Marketing Information System with pertinent examples.

**(OR)**

- b) Discuss briefly about the working of an Executive Information System.

- 14 a) State and explain the various system implementation strategies.

**(OR)**

- b) Explain the method of conducting a Cost benefit analysis over an Information System.

- 15 a) State and explain the different Life Cycle models of software development.

**(OR)**

- b) What are the different methods used in system testing and explain each of them in detail.

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H S/W