



B.TECH DEGREE EXAMINATIONS: APRIL/MAY 2016

(Regulation 2009)

Eighth Semester

INFORMATION TECHNOLOGY

ITY123: Management Information System

Time: Three Hours

Maximum Marks: 100

Answer all the Questions:-

PART A (10 x 1 = 10 Marks)

1. An Executive Support System is intended to produce information to support which type of decisions?
 - a) Well-structured
 - b) Unstructured
 - c) Anticipated
 - d) Routine
2. Top level management is concerned with
 - a) day-to-day operations
 - b) strategic decisions
 - c) tactical decisions
 - d) both (b) and (c)
3. To _____ is to decide in advance on a course of action.
 - a) master
 - b) search
 - c) plan
 - d) control
4. A plastic card to store digital information used for electronic payments is _____
 - a) Digital card
 - b) E-card
 - c) Smart card
 - d) Postcard
5. The MIS structure with one main computer system is called
 - a) Distributed
 - b) Hierarchical
 - c) Centralized
 - d) Decentralized
6. A tool for locating specific sites or information on the Internet
 - a) Search engine
 - b) Inference engine
 - c) Shopping bot
 - d) Both (a) and (c)
7. The problem solving technique based on the method of evolution of living organisms is
 - a) Neural Network
 - b) Fuzzy Logic
 - c) Genetic Algorithm
 - d) Artificial Intelligence

8. Recognition of patterns that describe the group to which an item belongs is
 - a) Clustering
 - b) Classification
 - c) Sequencing
 - d) Association
9. Setting strict standards for products and measuring performance against those standards
 - a) Personalization
 - b) Development
 - c) Benchmarking
 - d) Customization
10. The ratio of correct information to the total amount of information produced over a period is
 - a) Concise
 - b) Accuracy
 - c) Simulation
 - d) Decision

PART B (10 x 2 = 20 Marks)

11. Distinguish a computer program with an information system.
12. How does an information system facilitate supply chain management?
13. Differentiate between a programmer and system analyst.
14. Discuss the need for Electronic payment in E-Commerce systems.
15. Compare batch and online processing.
16. List some benefits of DBMS.
17. What is the difference between MIS and DSS?
18. What is the need for outsourcing in an information system?
19. Who is a hacker? How does he influence business?
20. Outline the challenges in the development of global systems.

PART C (5 x 14 = 70 Marks)

21. a) i. Discuss the ways to analyze a business information system problem. (7)
- ii. Consider a Store and Regional Sales Database with raw data on weekly store sales of computer equipment in various sales regions. The database includes fields for store identification number, sales region number, item number, item description, unit price, units sold and the weekly sales period when the sales were made. What are the reports and queries that can be developed to make this information more useful for management? (7)

(OR)

- b) Explain the different types of information systems with suitable illustration.
22. a) i. Examine the role of managers in decision making in an organization. (7)
- ii. Describe the models of decision making. (7)

(OR)

b) General Motors is the world's largest automaker with 3,86,000 employees in 50 countries. The business includes selling vehicles online, building vehicles to order, online services and internal uses.

- i. Design a business strategy in response to its competitive environment.
- ii. What is the role of Internet technology in that strategy?
- iii. How much value they can bring to the company?
- iv. What are the problems that technology cannot address?

23. a) i. Outline the recent trends in database technology. (7)
ii. How should we acquire and manage the firm's hardware and software assets? (7)

(OR)

- b) i. A fully integrated IT infrastructure is essential for business success. Do you agree? Justify. (7)
ii. Discuss the challenges in managing the new IT infrastructure. (7)

24. a) i. Explain the components of Group Decision Support Systems. (7)
ii. How does a Knowledge Work System help in creating knowledge? Discuss. (7)

(OR)

b) What is systems development? Explain the process with suitable illustration.

25. a) Describe the Software Quality Assurance methodologies and tools for ensuring system quality.

(OR)

b) A traditional multinational consumer goods company based in the United States and operating in Europe like to expand into Asian markets. Develop a transnational strategy and a supportive information systems structure. Explain the dimensions of this problem with the strategy and implementation.
