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10MCA24

Second Semester MCA Degree Examination, June 2012

Management Information Systems

Time: 3 hrs.

Max. Marks:100

Note: Answer any FIVE full questions.

- 1 a. What do you mean by system? Explain the generalized model of a system. (05 Marks)
b. What do you mean by system efficiency and effectiveness? Explain. (05 Marks)
c. Explain the concept of entropy used in system control. (05 Marks)
d. Differentiate between data, information and knowledge. (05 Marks)
- 2 a. What are the various classification of the information? Explain. (07 Marks)
b. Explain Negandhi Estafen model for analysis of management effectiveness. (08 Marks)
c. What do you mean by Sigmoid – curve? Explain with the help of a diagram. (05 Marks)
- 3 a. Explain the essentiality of strategic planning. (07 Marks)
b. What are the advantages of short-range planning? Explain. (05 Marks)
c. When would you resort to prototype approach and when would you resort to the life cycle approach in the development of the MIS? (08 Marks)
- 4 a. What do you mean by SWOT analysis? Explain. (05 Marks)
b. What do you mean by system development life cycle? Explain with the help of a diagram. (10 Marks)
c. What is business process re-engineering? Why it is required? Who needs it and who does not? (05 Marks)
- 5 a. What are the different levels of processing required to meet the information needs? How do they depend on each other? (10 Marks)
b. Write a small note on TQM of information system. (05 Marks)
c. Explain Herbert Simon model for decision making process. (05 Marks)
- 6 a. What do you mean by database structures? Explain various types of database structures with the help of a diagram. (10 Marks)
b. What is CRM? Explain the three phases of CRM with the help of an example. (10 Marks)
- 7 a. Explain the concept of client-server architecture. What are we achieving in this architecture? What roles are played by client and server? (10 Marks)
b. Explain the models of E-business with the help of example. (07 Marks)
c. What is the difference between intranet, extranet and internet? (03 Marks)
- 8 Write short notes on:
a. ERP
b. World Wide Web
c. e – commerce
d. Supply chain management. (20 Marks)

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Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.