



**T.E. (Information Technology) (Sem. – II) Examination, 2009**  
**MANAGEMENT INFORMATION SYSTEMS**  
**(2003 Course)**

Time : 3 Hours

Max. Marks : 100

- Instructions:** 1) Answers to the **two** Sections should be written in **separate** sheet.  
2) Use of logarithmic tables, slide rules and electronic pocket calculator is **allowed**.  
3) **Neat** diagram must be drawn **wherever** necessary.  
4) Black figures to the **right** indicate **full** marks.  
5) Assume suitable data, **if necessary**.

**SECTION – A**

1. a) Explain the functions of the manager in an organisation. 6
- b) State the factors to be considered for designing an effective Management Information System in an organisation. 6
- c) Managers at the highest, or strategic, levels of an organisation have particular requirements from an information system. 6
  - i) Give one example of an information system that would be useful to managers at this level, and explain how they would use it.
  - ii) State the two other levels of task and/or personnel within an organisation.

**OR**

2. a) Define and classify information system. 6
- b) The structure of an organisation can influence the flow of information through it. Explain two effects that the structure of an organisation could have on the flow of information. 6
- c) Explain the planning function of the manager. Also write the steps in planning. 6



3. a) What is production system ? Explain the information systems supporting to detail working of the operation, allocation and planning of production management. 8
- b) Explain role and application of MIS in Banking sector. 8

OR

4. a) Enumerate various Information Systems which are required for sales and sales analysis. 8
- b) Explain material management. What information systems are required for material management ? 8
5. a) What is Information Technology Architecture ? Explain with suitable example. 8
- b) Inbound call centers specialize in offering effective and accurate answering services that considerably saves the time and money of callers. Justify with suitable example. 8

OR

6. a) What is ERP ? Explain basic features of ERP. 8
- b) What are the benefits of outsourcing Credit Card Processing offers to Companies/ Individuals ? 8

#### SECTION – B

7. a) What is electronic commerce ? Explain various models used in e-commerce ? Also explain various resources required for setting e-commerce firm. 10
- b) What is customer relationship management ? Explain various phases involved in CRM. 8

OR

8. a) Write the challenges and trends in Customer Relationship Management. 10
- b) Write short note on :
- i) Electronic payment process
- ii) Implementing IT. 8



9. a) What is data warehouse and how it is useful in managerial decision making ? 8  
b) Explain Herbert A. Simon model for decision making called as Simon's model of decisions making. Also explain main features and types of DSS. 8

OR

10. a) What is Intelligent agent ? Explain how Artificial Intelligent techniques help in business decisions making process ? 8  
b) Describe benefits of Executive information systems. Also write how different it is from MIS ? 8
11. a) There are a number of social, moral and ethical issues associated with the introduction, and use, of IT systems. Explain. 8  
b) What are hacking ? How encryption is used as a tool for security management. 8

OR

12. a) Explain the following terms which rose due to use of information technology in the workplace. 8  
a) Repetitive Stress injuries (RSI).  
b) Musculoskeletal pain.
- b) Describe several instances where the Internet is raising ethical issues. Clearly state the ethical issue or responsibility of business professionals. 8

OR