T.E. (Computer Engg.) (Semester – II) Examination, 2010
MANAGEMENT INFORMATION SYSTEMS
(2003 Course)

Time : 3 Hours   Max. Marks : 100

Instructions : *1) Answers to the **two** Sections should be written in **separate** answer books.*
*2) Figures to the **right** indicate **full** marks.*
*3) From Section **I**, answer (Q. **1** or Q. **2**) and (Q. **3** or Q. **4**) and (Q. **5** or Q. **6**).*
*4) From Section **II**, answer (Q. **7** or Q. **8**) and (Q. **9** or Q. **10**) and (Q. **11** or Q. **12**).*
*5) **Neat** diagrams must be drawn **wherever** necessary.*
*6) Make suitable assumptions **wherever** appropriate and relevant.*

SECTION – I

1. a) Enlist and elaborate on the various functions of the manager in detail.   9

   b) What is corporate planning ? Explain the essentiality of strategic planning.   8

OR

2. a) What is the need of information systems ? What are the various components of information system ?   9

   b) What is infrastructure management ? Why is it necessary for Information Technology (IT) industry ?   8

3. a) Explain the applications of Management Information Systems (MIS) in :   9
      i) Marketing management
      ii) Insurance sector

   b) Explain the importance of Management Information Systems (MIS) in the service industry.   8

OR

4. a) What is change management ? Explain the implementation challenges in change management. 9

   b) Explain in detail the concept of Enterprise Application Integration. 8

5. a) What are the steps in Business Process Re-engineering (BPR) ? Explain the value stream model of organization. 8

   b) Explain in detail the components of Enterprise Management System (EMS). 8

OR

6. a) Explain Voice BPO and non-voice BPO. What are the challenges in Business Process Outsourcing (BPO) management ? 8

   b) What are the basic features of Enterprise Resource Planning (ERP) systems ? Explain the implementation steps of Enterprise Resource Planning (ERP) Systems. 8

SECTION – II

7. a) Explain the benefits, challenges and trends in Customer Relationship Management (CRM). 9

   b) Explain with neat diagram, the electronic payment processes. 8

OR

8. a) What is Supply Chain Management (SCM) ? Explain the role of Supply Chain Management (SCM) and give its benefits. 9

   b) Write short notes on : 8
      i) e-Commerce applications

      ii) B2B and B2C types of e-Commerce.

9. a) What is Decision Support System (DSS) ? Explain what-if analysis and Goal-seeking analysis using Decision Support System (DSS). 9

   b) Explain the following : 8
      i) Data-ware house architecture

      ii) Management of data-ware house

OR

10. a) Explain data mining for Decision Support System (DSS). What do you understand by Executive Information Systems ? 9

b) Write short notes on : 8

   i) Applications of Artificial Intelligence

   ii) Knowledge based expert systems.

11. a) Explain the following : 8

   i) Computer Crime

   ii) Software piracy

b) Explain the ethical responsibilities of business professional. 8

OR

12. a) Explain fault tolerant systems. What do you understand by contingency management ? 8

b) What are the major business drivers for global Information Technology (IT) ? Explain. 8

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