

Total No. of Questions – [3]

Total No. of Printed Pages: 01

G.R. No.	
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PAPER CODE	U323-245D (ESE)
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**May 2023 (ENDSEM) EXAM**  
**T.Y. B. TECH. (Branch) (AY 2022-23 SEMESTER - II)**  
**COURSE NAME: Management Information System**  
**COURSE CODE: IOEUA32205D (PATTERN 2020)**

Time: [1Hr]

[Max. Marks: 30]

**(\*) Instructions to candidates:**

- 1) Use of scientific calculator is allowed
- 2) Assume suitable data wherever required
- 3) All questions are compulsory

Question No.	Question Description	Max. Marks	CO mapped	BT Level
Q.1	a) Whether customer relationship management helps firms achieve customer intimacy? Discuss and opine	[4]	[CO4]	[Application]
	b) How are enterprise applications take advantage of new technologies to overcome resource planning?	[6]	[CO4]	[Analysis]
	<b>OR</b>			
	c) SCM is less about managing the physical movement of goods and more about managing information. Discuss the implications of this statement.	[6]	[CO4]	[Analysis]
Q.2	a) How different components of GDSS contribute to un-structured decisions?	[4]	[C03]	[Understand]
	b) Explain characteristics and capabilities of Decision Support System.	[6]	[C03]	[Understand]
	<b>OR</b>			
	c) Why strategic decisions are taken by top management only? What are the influencing factors?	[6]	[C03]	[Understand]
Q.3	a) How an ethical dilemma can be recognized and avoided?	[4]	[CO5]	[Apply]
	b) Discuss the ill-effects – if AI system crosses an ethical line into dangerous territory?	[6]	[CO5]	[Apply]
	<b>OR</b>			
	c) Which are top five ethical issues in technology in your opinion. Elaborate any one issue for misuse and suggest way to deal ethically.	[6]	[CO5]	[Apply]