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Total No. of Pages : 02

Total No. of Questions : 09

BBA (2014 to 2017) (Sem.-3)

MANAGEMENT INFORMATION SYSTEM

Subject Code : BBA-305

M.code : 70626

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. Write briefly :

- a) Discuss the levels of business activity.
- b) Discuss various types of information.
- c) What is Decision Support System?
- d) Distinguish between structured and unstructured decisions.
- e) What do you mean by Data Mining?
- f) What is design documentation?
- g) Define Data Warehouse.
- h) Explain the term ERP.
- i) What is SRS?
- j) Explain DBMS.



SECTION-B**UNIT-I**

2. Define MIS. Distinguish between data and information.
3. Discuss in detail the Management Support System.

UNIT-II

4. What is SQL? What are its merits and demerits?
5. Explain the Simon's Model of decision making.

UNIT-III

6. Discuss in detail the software development models.
7. What is system design? Explain the methods of system design.

UNIT-IV

8. Describe the emerging concepts and issues in information system.
9. Write a note on :
 - a) Customer Relationship Management.
 - b) Supply Chain Management.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.