Total No. of Pages : 2

Register Number :

7026

Name of the Candidate :

M.B.A. DEGREE EXAMINATION MAY 2014.

(BUSINESS APPLICATION)

(FIRST YEAR)

180 — MANAGEMENT CONTROL SYSTEM

Time : Three hours   Maximum : 75 marks

SECTION A

Answer any FIVE questions.   **(5 × 3 = 15)**

All questions carry equal marks.

1. Define databank.

2. What is a scheduled report?

3. Define WLAN.

4. Explain HTTP.

5. Give the meaning of safety stock.

6. Define software.

7. Distinguish between open and closed systems.

8. What is meant by industry transformation?

SECTION B

Answer any THREE questions.   **(3 × 10 = 30)**

All questions carry equal marks.

9. Evaluate the role of internal reporting system, marketing research system and feedback system.

10. Write the steps involved in sorting records of a table.

11. Describe the characteristics of MIS.

12. Who are the users of marketing information systems? What are the relevant areas of marketing information systems that are interest to each of these users?

13. Explain the hierarchy of subsystems with a diagram.

SECTION C

Answer any ONE question.   **(1 × 15 = 15)**

14. Explain the different types of information systems used in organisation in detail.

15. Explain the different types of Internet connections.

16. Write down the general guidelines which are to be followed before starting the implementation phrase of ERP.

SECTION D

Compulsory.   **(1 × 15 = 15)**

17. Evaluate the role of information technology in entertainment, arts, science, engineering and mathematics.

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