Code: 14E00207

MBA II Semester Supplementary Examinations December/January 2017/2018
MANAGEMENT INFORMATION SYSTEM
(For students admitted in 2014, 2015 & 2016 only)

Time: 3 hours   Max. Marks: 60

SECTION – A
(Answer the following: (05 X 10 = 50 Marks)
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1   Define MIS. Explain different stages of system development.
OR
2   Enumerate the importance of management decisions.

3   Explain the characteristics of DSS.
OR
4   Develop a MIS for manufacturing organization indicating the different types of information subsystems depending in functional areas.

5   What is database? Explain the steps involved in the design of a database.
OR
6   What are the objectives of system methodology? Explain.

7   Security is not simply a technology issue, it is a business issue. Discuss.
OR
8   Describe the roles of firewalls intrusion detection systems and antivirus software in promoting security.

9   What are the qualities of software engineering? Explain.
OR
10   Name and describe the three external sources for software.

SECTION – B
(Compulsory question, 01 X 10 = 10 Marks)

11   **Case Study:**
      Marketing information system provides information technologies that support major components of the marketing function. Internet websites and services make an interactive marketing process possible where customer can become partners in creating marketing, purchasing and improving products and services. Sales force automation system use mobile computing and internet technologies to automate many information processing activities for sales support and management. In this context how do you think sales force automation affects sales persons productivity, marketing management and competitive advantage.

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