

MBA II Semester Regular & Supplementary Examinations June/July 2017

MANAGEMENT INFORMATION SYSTEM

(For students admitted in 2014, 2015 & 2016 only)

Time: 3 hours

Max. Marks: 60

PART – A

(Answer the following: (05 X 10 = 50 Marks))

- 1 Describe three ways in which information systems are transforming business.
OR
- 2 What is an information system? What activities does it perform?
- 3 What is decision support system? Explain the characteristics and benefits of a decision support system.
OR
- 4 Distinguish between MIS and GDSS.
- 5 What are the different stages of systems development life cycle approach (SDLC)?
OR
- 6 To what extent should end users be involved in the selection of a database management system and database design?
- 7 How does MIS auditing promote security and control?
OR
- 8 What are the traditional systems life cycles? Describe each of its steps and its advantages and disadvantages for system building.
- 9 Briefly explain various techniques for detecting software errors.
OR
- 10 What is software quality assurance? Explain major activities involved in software quality assurance.

SECTION – B

(Compulsory Question)

01 X 10 = 10 Marks

11 Case study:

General electric's research and development centre has developed a natural language system called SCISOR (System for conceptual information summarization, organization, and retrieval) that performs text analysis and question – answering in a limited, predefined subject area (called a constrained domain). One application of this system deals with analyzing financial news. For example, SCISOR automatically selects and analyzes stories about corporate mergers and acquisitions from the online financial service of down Jones. It is able to process news in less than 10 seconds per story. First, it determines whether the story is about a corporate merger or acquisition. Then, it selects information such as the target, suitor and price per share. The system allows the user to browse and ask question such as "What price was offered for Polaroid?" or "How much was Bruck plastics sold for?"

The systems effectiveness was demonstrated in testing, when it proved to be 100 percent accurate in identifying all 31 mergers and acquisitions stories that were included in a universe of 731 financial news releases from the newswire services.

A simple application is a web-based personalized news system that was developed in Singapore to track business news available in English, Chinese and Malay, summarize it, and extract desired personalized news in any of these languages.

- (a) What are the benefits of analyzing financial news via a machine?
- (b) What other applications might be developed with this types of system?
- (c) Discuss the reliability factor of such a system.