

S.D.E.
M.B.A. Sem-IV (2013 Course) : WINTER - 2018
SUBJECT: MANAGEMENT INFORMATION SYSTEM
(Marketing management)

Day: Monday
Date: 10/12/2018

W-2018-4588

Time: 02.00 PM TO 05.00 PM
Max. Marks: 70

N.B.:

- 1) Attempt any **FOUR** questions from Section –I and any **TWO** questions from Section –II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in **SEPARATE answer book.**

SECTION – I

- Q.1** What do you mean by Management Information System? Discuss various elements of an Information System. (10)
- Q.2** Explain various principles and process of decision making in detail. (10)
- Q.3** What is Information? How it differs from data? Explain various qualities of information. (10)
- Q.4** Describe various methods of assessing information needs. (10)
- Q.5** Write short notes on **any TWO** of the following: (10)
- a) System types
 - b) RDBMS
 - c) Human as a Information processor

SECTION - II

- Q.6** Person who understand all about computer hardware, software and programming may not be suited to design computer based management information systems. Why? (15)
- Q.7** a) “Management information system is an instrument for organizational changes”. Comment. (07)
- b) Orbit (retail) mall is interested to develop management information system for smooth functioning. Discuss in detail its application including inventory management, billing and shop floor maintenance. (08)
- Q.8** A charitable trust is running 500 bed hospital. It has 40 residential doctors, 50 plus more visiting doctors, 300 plus staff and daily around 700 patients visiting. Hospital decided to keep control on its activities to be computerized. Being management information system executive describe the requirements from information system to enhance their functions. Justify your answer. (15)

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