C 27149

EIGHTH SEMESTER B.TECH. (ENGINEERING) DEGREE EXAMINATION MAY 2012

CS 04 805 C/IT 04 801—MANAGEMENT INFORMATION SYSTEM

(2004 Admissions)

Time : Three Hours · Maximum : 100 Marks

Part A

Answer all questions.

I. (a) What are the impacts of Management Information System ?

  (b) Give an example of an application of information technology that improves the effectiveness of a functional unit of the business.

  (c) How are databases used in e-business ?

  (d) What is the difference between an assembler, a compiler, and an interpreter ?

  (e) Briefly explain the different types of tools available in DSS.

  (f) How does the focus of an operational level marketing information system differ from a tactical level marketing information system ?

  (g) Explain the need for system analysis ?

  (h) What are meant by privacy and fair information practices ?

(8 × 5 = 40 marks)

Part B

II. (a) Discuss about the role of MIS in Management.

Or

  (b) Explain about the basic model of an organization structure with a neat diagram.

III. (a) Explain (i) Types of Strategies (ii) MIS for business planning.

Or

  (b) Discuss in detail on communication servers and value added networks.

IV. (a) (i) Compare different types of DSS. (ii) Explain Business planning using MIS.

Or

  (b) Describe one summary report and one exception report that might be useful for these types of managers : (i) Accounting manager. (ii) Budget officer. (iii) Investment manager.

V. (a) (i) Why is it important for senior managers to be involved in information systems planning ?

  (ii) What are the characteristics of a firm in the turnaround quadrant of the information planning grid ?

Or

  (b) (i) Discuss some of the potential risks of users developing their own applications.

  (ii) What are the major responsibilities of user support consultants ?

(4 × 15 = 60 marks)