

Total No. of printed pages = 3

CA 132303 NR

Roll No. of candidate

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M.C.A. 3rd Semester End-Term Examination

MANAGEMENT INFORMATION SYSTEM

(New Regulation (w.e.f 2017-18))

Full Marks – 70

Time – Three hours

The figures in the margin indicate full marks for the questions.

(Answer Q.No.1 and any *four* from the rest)

1. Choose the Correct option (10 × 1 = 10)
- (i) Which of the following is the type of electronic commerce that has consumers selling directly to consumers?
- (a) business to business (b) consumer to consumer
(c) business to consumer (d) None of the above
- (ii) Reporting the status of an activity through a feedback mechanism is called _____ information.
- (a) process (b) control
(c) validated (d) executed
- (iii) To improve the performance of a business process, which of the following is most important
- (a) Input (b) Processing
(c) All of the above (d) Control and feedback
- (iv) Which of the following provide data about performance of an organization
- (a) Management Information System
(b) Decision support system
(c) Transaction processing system
(d) Process control system
- (v) Which of the following is a phase of customer relationship management
- (a) Retain the customer (b) Acquire new customer
(c) Both (a) and (b) (d) None of the above

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- (vi) Which of the following topology requires a multipoint connection
- (a) Bus (b) Ring
(c) Mesh (d) Star
- (vii) Model Management Software is a component of a
- (a) Decision Support System (b) Management Information System
(c) Office automation System (d) None of the above
- (viii) If a university sets up a web-based information system that faculty could access to record student grades and to advice students, that would be an example of a/an Input.
- (a) CRM (b) Intranet
(c) ERP (d) Extranet
- (ix) A system with feedback and control is known as
- (a) Dynamic System (b) Cybernetic System
(c) Open System (d) Closed System
- (x) Which of the following is a network of facilities for procuring materials, transforming raw materials into intermediate and finished products, and distributing the finished products to customers?
- (a) Production Chain (b) Primary Chain
(c) Supply Chain (d) Distribution Chain
2. (a) What is an information system? Explain. (3)
(b) What is a telecommunication processor? Give two examples. (3)
(c) Differentiate between cybernetic and dynamic system. (2)
(d) What is a hypermedia database? (2)
(e) What are the essential characteristics of an useful information? (3)
(f) What is a data warehouse? (2)
3. (a) What are the goals of an enterprise collaboration system? (5)
(b) What are the different levels of managerial decision making process? (5)
(c) Explain how an information system can help a manager in his decision making process? (5)
4. (a) What are the principles of technology ethics? Explain how the use of information technology in business affects different areas of a society. (5+5=10)
(b) What is a database management system? Mention the advantage of using data base approach over traditional file system. (5)

5. (a) What is a computer crime? Explain about some common hacking tactics employed by hacker to assault companies through the use of Internet. (3+5=8)
- (b) What is customer relationship management (CRM)? What are the different phases of CRM? (2+3=5)
- (c) Differentiate between computer virus and worm? (2)
6. (a) What is e-commerce? Mention some e-commerce business model with example. Write two major business values of building an e-commerce web site. (2+5+3=10)
- (b) What is a computer crime? Explain about some common hacking tactics employed by hacker to assault companies through the use of Internet. (2+3=5)
7. (a) Differentiate between Online Analytical Processing (OLAP) and Online Transaction Processing (OLTP)? Explain different OLAP operations that helps in the decision making process of management of a company? (10)
- (b) Differentiate between cybernetic and dynamic system. (5)