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(21223)  
BBA - III Sem.

(Printed Pages 3)  
Roll No. ....

**18090**

**B.B.A. Examination, Dec.-2023**  
**Management Information System**

**(BBA-305)**  
**(New Course)**

*Time : Three Hours ] [Maximum Marks : 75*

**Note :** Attempt all the sections as per instructions.

**Section-A**

**(Very Short Answer Questions)**

**Note :** Attempt all five questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words.  $3 \times 5 = 15$

1. Define MIS.
2. What is system analysis?
3. What is computer system design?

4. Distinguish between data & information.
5. Write the full form of following :
  - (a) ERP
  - (b) TPS
  - (c) DSS

**Section-B**

**(Short Answer Questions)**

**Note :** Attempt any two questions out of the following three questions. Each question carries  $7\frac{1}{2}$  marks. Short answer is required not exceeding 200 words.  $7\frac{1}{2} \times 2 = 15$

6. What is information classification? How information proves valuable for an enterprise?
7. Explain the concept of ERP and CRM.
8. How MIS is developed & Implemented in an enterprise?

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## Section-C

### (Long Answer Questions)

**Note :** Attempt any **three** questions out of the following five questions. Each question carries **15** marks. Answer is required in detail.  $3 \times 15 = 45$

9. An MIS has a number of sub systems. Identify and discuss any three subsystems in detail.
10. Explain Simon's model of decision making in MIS.
11. Describe the emerging concepts and issues in information system.
12. What do you mean by artificial Intelligence System? Describe its application of artificial intelligence in a business.
13. How decision Support System helps in taking right decision? Explain with suitable examples?