

Dr. Babasaheb Ambedkar Open University
Term End Examination August – 2020

Course	: BBAAT	Date	: 20/08/2020
Subject Code	: BBAAT - 304	Time	: 09:00am to 11:00am
Subject Name	: Management Information System	Duration	: 02 Hours
		Max. Marks	: 50

Section A

Answer the following (Attempt any two) (20)

1. List all database models and explain in detail.
2. Explain different steps of decision making process.
3. Write a note on- Horizontal and vertical integration of an information system.
4. Explain system development life cycle (SDLC) in detail.

Section B

Answer the following (Attempt any three) (15)

1. Write a note on characteristics of MIS.
2. Explain advantages and disadvantages of DBMS.
3. Write a note on characteristics of DSS.
4. Write a note on- Marketing information system.
5. Differentiate formal and informal information system.

Section C

Part – A (Multiple Choice Questions)

(10)

- 1 MIS stands for _____.
A Management information system B Management idea system
- 2 ERM stands for _____.
A Entity relationship model B Error relationship model
- 3 The full form of OAS is _____.
A Office automation system B Office acquire system
- 4 _____ are different key factors of MIS focus.
A People B Process
C Technology D All of above
- 5 Which of the following is the phases of DSS?
A Intelligence B Design
C Choice D All of above
- 6 SCM is short form of _____.
A Super chain management B Supply chain management
- 7 GDSS session includes:
A Group decision support system B Gray day support system
- 8 GDSS session includes:
A Idea generation B Idea consolidation
C Idea evaluation D All of above

- 9 The supply chain provide an integrated approach for planning, training and _____ the status of all resources.
- | | |
|--------------|-----------------|
| A Community | B controlling |
| C Conducting | D None of above |
- 10 IRM stands for _____.
- | | |
|-----------------------------------|----------------------------|
| A Information resource management | B Idea resource management |
|-----------------------------------|----------------------------|

Part – B (Do as Directed)

(05)

State Whether the following statement are true or false

- 1 DSS stands for decision support system.
- 2 Data is the raw material from which useful information is derived.
- 3 Prototyping is the process of building a model of a system.
- 4 The primary objective of marketing system is to meet the financial needs of the business.
- 5 Information has been made useful for problem solving and decision making.

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