

--	--	--	--	--	--	--	--	--	--

**MBA**  
**(SEM III) ODD SEMESTER EXAMINATION 2015-16**  
**MANAGEMENT INFORMATION SYSTEM**

[TIME: 3 hrs]

[Max. Marks: 100]

1. Attempt any **four** of the following. [5x4=20]
  - (a) Define **Management Information System**, with examples explaining the concept.
  - (b) Differentiate between **Data** and **Information**.
  - (c) Explain with examples the concept of **Decision Support Systems**.
  - (d) Define **Artificial Intelligence**, with examples explaining the concept.
  - (e) What is an **Expert System**, when and where is it used?
  - (f) What is **Beta Testing**?
  
2. Attempt any **four** of the following: [5 x4=20]
  - (a) Illustrate with diagram the stages of **SDLC**.
  - (b) Write short note on **Cross Functional Information Systems**.
  - (c) What is an **Annual Maintenance Contract**?
  - (d) Differentiate between **Phishing** and **Pharming**.
  - (e) Define **Business Process Re-engineering**, explain with suitable example.
  - (f) What is **Prototyping**? When is it recommended?
  
3. Attempt any **two** of the following: [10x2=20]
  - (a) Illustrate with suitable examples the working of an Agile Company.
  - (b) Write a brief on the Concept of Virtual Reality.
  - (c) Illustrate with appropriate examples the concept of Augmented Reality.
  
4. Attempt any **two** of the following: [10x2=20]
  - (a) Illustrate with Data Flow Diagram (DFD) the working of a fast food company's ordering system.
  - (b) List ten major Business Ethics Issues generally faced by Social Media Companies.
  - (c) Define Fuzzy Logic. Illustrate with example the working systems using Fuzzy Logic.
  
5. Attempt any **two** of the following: [10x2=20]
  - (a) List ten advantages of implementing MIS in an organization.
  - (b) Discuss the role of MIS in improving Business Quality.
  - (c) Illustrate with examples impact of Denial of Service Attack on e-Commerce Services.