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CB

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)
EXAMINATION: JUNE - 2022
SEMESTER - V
Sub.: Management Information System (BBA15-513)

Date : 24 /06/2022   **Total Marks : 60**   **Time: 10.00 am to 12.30 pm**

Instructions: 1) The paper consists of two sections I and II.
                     2) All questions are compulsory.

SECTION - I

Q. 1.   Answer in detail (Any two out of four) **(20)**

1. Explain concept of MIS in detail.

2. What are the ten Managerial Roles grouped by Mintzberg?

3. Explain types of information in detail.

4. Write a note on Rubenstein and Herbertson's model of Decision making.

Q. 2   Write short notes: (Any 2) **(10)**

1. Attributes of information.

2. Types of decisions.

3. System boundary.

4. Benefits of ERP.

SECTION-II

Q. 3.   Choose the most appropriate option **(15)**

1)   _____ relates to facts, events and transactions.
  a) Data   b) Information
  c) Both of these   d) None of these.

2)   _____is a formal technique for finding the changes that will give the biggest benefits.
  a) Pareto Analysis   b) Paired Comparison Analysis
  c) Grid Analysis   d) Force Field Analysis

3)   _____ was Introduced by research and analysis firm GARTNER in 1990.
  a) ERP   b) SCM
  c) CRM   d) PLM

4)   In PMI, P stands for _____.
  a) Pie   b) Plus
  c) Page   d) Pane

5)   In PPM, M stands for _____.
  a) Measure   b) Management
  c) Medium   d) Mile

6)   _____is a simple tool that manages how members enter the decision making group.
  a) Six Thinking Hats   b) Starbursting
  c) Stepladder technique   d) Cost/Benefit Analysis

7)   In BI, I stand for _____.

  a) Intelligence   b) Information
  c) International   d) Intension

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8) _____is the task of generalizing known structure to apply to new data.
   a) Clustering
   b) Classification
   c) Regression
   d) Association rule learning

9) Explicit knowledge is represented by facts.
   a) True
   b) False

10) _____relates to description, definition, or perspective.

   a) Information
   b) Wisdom
   c) Knowledge
   d) None of these

11) _____ is a relatively simple and widely used technique for deciding whether to make a change.
   a) Six Thinking Hats
   b) Starbursting
   c) Stepladder technique
   d) Cost/Benefit Analysis

12) _____ is the task of discovering groups and structures in the data that are in some way or another "similar", without using known structures in the data.
   a) Clustering
   b) Classification
   c) Regression
   d) Association rule learning

13) In MPM, P stands for _____.
   a) Place
   b) Page
   c) Process
   d) Progress

14) _____is the management of a network of interconnected businesses involved in the ultimate provision of product and service packages required by end customers.
   a) ERP
   b) SCM
   c) CRM
   d) PLM

15) _____helps you to set priorities where there are conflicting demands on your resources.
   a) Pareto Analysis
   b) Paired Comparison Analysis
   c) Grid Analysis
   d) Force Field Analysis

Q.4 Case Study (15)

ELearning is the term given to teaching and learning with the use of World Wide Web technologies. It is The delivery of a learning, training or education program by electronic means. E-learning involves the use of a computer or electronic device (e.g. a mobile phone) in some way to provide training, educational or learning material. E-learning can involve a greater variety of equipment than online training or education, for as the name implies, "online" involves using the Internet or an Intranet. CD-ROM and DVD can be used to provide learning materials. Distance education provided the base for e-learning's development. E-learning can be "on demand". It overcomes timing, attendance and travel difficulties. E-learning applications and processes include Web-based learning, computer-based learning, virtual classrooms and digital collaboration. Content is delivered via the Internet, intranet/extranet, audio or video tape, satellite TV, and CD-ROM. It can be self paced or instructor led and includes media in the form of text, image, animation, streaming video and audio. E-Learning can provide following benefits for the organizations and individuals involved. Improved performance- A twelve year analysis of research by the U.S. Department of Education found that higher education students in online learning generally performed better than those in face to face courses. Increased access-Instructors of the highest caliber can share their knowledge across borders, allowing students to attend courses across physical, political, and economic boundaries. Recognized experts have the opportunity of making information available internationally, to anyone interested at minimum costs. Convenience and flexibility to learners-In many contexts, eLearning is self-paced and the learning sessions are available 24x7. Learners are not bound to a specific day/time to physically attend classes. They can also pause learning sessions at their convenience. High technology is not necessary for all online courses. Basic internet access,

audio, and video capabilities are common requirements. Depending on the technology used, students can begin their courses while at work and finish those at an alternate internet equipped location. To develop the skills and competencies needed in the 21st century, in particular to ensure that learners have the digital literacy skills required in their discipline, profession or career. Bates states that a major argument for eLearning is that it enables learners to develop essential skills for knowledge-based workers by embedding the use of information and communications technologies within the curriculum. He also argues that using eLearning in this way has major implications for course design and the assessment of learners.

Question :

    1. Who did twelve year analysis?

    2. What does involve use of a computer or electronic device?

    3. What did provide the base for e-learning's development?

    4. Who make information available globally?

    5. Where is digital literacy skills required?

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