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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)
EXAMINATION: DECEMBER- 2023
SEMESTER - V
Sub.: Management Information System (BBA15-513)

Date :15/12//2023	Total Marks : 60	Time: 10.00am to 12.30pm

Instructions: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q. 1.   Choose the most appropriate option.   **(05)**

1.   In EDM, E stands for _____.
a) Electric   b) External
c) Electronic   d) Energy

2.   In _____ phase, raw data is collected, processed and examined.
a) Intelligence   b) Design
c) Choice   d) None of these

3.   _____ Searches for relationships between variables.
a) Clustering   b) Classification
c) Regression   d) Association rule learning

4.   During _____ phase, the problem solver tries to develop a set of alternative solutions.
a) Intelligence   b) Design
c) Choice   d) None of these

5.   In DSS, D means _____.
a) Director   b) Decision
c) Desk   d) Data

Q. 2.   State True / False   **(05)**

1.   Data is raw material for data processing.
a) True   b) False

2.   Sales data is internal source of information.
a) True   b) False

3.   E-learning involves the use of a computer or electronic device in some way to provide training, educational or learning material.
a) True   b) False

4.   Trade associations are internal source of information.
a) True   b) False

5.   Information is data that has been processed in such a way as to be meaningful to the person who receives it.
a) True   b) False

Q. 3.   Write Short notes on (Any Three)   **(15)**

1.   Role of the MIS in an organization.
2.   Types of information.
3.   Characteristics of DSS.
4.   Attributes of Information.
5.   Types of decisions.

Q. 4.   Answer in detail (Any Two)   (20)
1. Describe the types of information in detail.
2. What is learning content management system?
3. Describe Mintzberg 10 Managerial Roles.

Q. 5.   Case study   (15)

There are various information systems used in the organization. Enterprise Resource Planning systems(ERP)-Introduced by research and analysis firm GARTNER in 1990, It is an Integrated computer-based system used to manage internal and external resources, including tangible assets, financial resources, materials, and human resources. Supply Chain Management systems (SCM) - It is the management of a network of interconnected businesses involved in the ultimate provision of product and service packages required by end customers. Customer Relationship Management Systems (CRM)-It is a broadly recognized, widely-implemented strategy for managing and nurturing a company's interactions with customers, clients and sales prospects. Product Lifecycle Management systems (PLM)-It is the process of managing the entire lifecycle of a product from its conception, through design and manufacture, to service and disposal. Knowledge is a strategic resource for any organization. We can define knowledge as 'information plus know-how'. Information alone is not enough to produce knowledge; we must also understand the best way to use information to solve a problem, contribute to a product or service or make a similar contribution to the organization. Knowledge builds over time in the heads of employees in the form of past decisions, processes in the organization, characteristics of products, interests of Customers and similar experiences. There are different types of knowledge. Nonaka distinguishes Between explicit and tacit knowledge. Explicit knowledge is represented by facts. Tacit knowledge is something we understand but have difficulty explaining. A good example is the ability to ride a bicycle. Many people can ride a bicycle, but it is very hard to explain in words to someone how to master this skill. Wisdom is the application of intelligence and experience toward the attainment of a common good. The knowledge and experience needed to make sensible decisions and judgments, or the good sense shown by the decisions and judgments made is wisdom. It is accumulated knowledge of life or in a particular sphere of activity that has been gained through experience. It is an opinion that almost everyone seems to share or express. Wisdom may also be in the form of ancient teachings or sayings.

Explain the following terms.

1. Wisdom
2. Knowledge.
3. SCM
4. ERP
5. PLM

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