2016

MBA

PAPER : MBA 2.8

MANAGEMENT INFORMATION SYSTEM & DSS

Full Mark : 70

Time : 3 Hrs

The figures in the margin indicate full marks for the questions

1. Answer any five $1 \times 5 = 5$

    State whether true or false:

    (a) Decision tree analysis is not a technique of decision making.

    (b) E - çash refers to electronic transfer of money in the form of a block of data representing money that is transferred online.

    Fill in the blanks:

    (c) E- market place is a_ _ _ _ _ market place where buyer and seller can interact with each other. (virtual/ online).

    (d) Simon's decision making model involves——— phases.(three/five).

    Give very short answers:

P.T.O.

(e) What do you mean by what if analysis?

(f) What is smart card?

(g) What is the role of MIS?

(h) What is the disadvantage of GDSS?

(i) What do you mean by EDI (Electronic Data Interchange)?

(j) Which are the physical components of MIS?

2. Give short answers: (any five) $2 \times 5 = 10$

(a) What do you mean by C 2 C E -commerce?

(b) What are the advantages of Globalisation?

(c) What are the Characteristics of a PMIS Software?

(d) What do you mean by waterfall?

(e) What is SDLC?

(f) What are the characteristics of GDSS?

.3. Answer any three   . $5 \times 3 = 15$

(a) What is Mobile commerce ? what are the advantages of Mobile commerce ?

(b) Write in your own words the computerisation of business.

(c) Need for MIS is important in MNCs . Explain why it is important ?

(d) Discuss social media marketing. Give examples.

(e) Discuss E- Marketplace.

OR

Write short notes on E - government and E - Banking ?

4. Answer all five $5 \times 8 = 40$

(a) What are the main obstacles of E- commerce in India? Suggest some ways to remove the obstacles.

(b) Discuss project management software in your own words.

OR

Explain computer hardware - Input / output devices.

(c) Explain Simon's Model of Decision Making. What are the advantages of computer networks ?

OR

Discuss the recent online shopping trend.

(d) What are the functions of MIS ? What are the different types of DSS ?

(e) How does globalisation lead to loss of national sovereignty? Elaborate the main disadvantages of globalisation.

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