



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**B.Com. DEGREE EXAMINATION – CORPORATE SECRETARYSHIP**

**FIFTH SEMESTER – APRIL 2016**

**BC 5404 - MANAGEMENT INFORMATION SYSTEM**

Date: 27-04-2016  
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

**PART - A**

**Answer All the questions**

**10 X 2 = 20**

1. Define MIS.
2. What is E-customer relationship?
3. Explain the concepts of IS.
4. List out the major challenges of information system.
5. State the importance of financial information system.
6. What are the dis-advantages of using information system?
7. What is system investigation?
8. Distinguish between system implementation and system maintenance.
9. What is data-mining?
10. Explain EIS.

**PART – B**

**Answer any four questions**

**4 X 10 = 40**

11. Explain the functions and characteristics of MIS.
12. Why information system is so important in organization?
13. List out the objectives and merits of material information system.
14. What is system investigation and system analysis?
15. Bring out the merits and de-merits of using marketing information system.
16. Enumerate the different types of applications in data-mining.
17. Explain the merits and de-merits of GDSS.

**PART - C**

**Answer any two questions**

**2 X 20 = 40**

18. Explain traditional information systems development life-cycle .
19. Why MIS is looked upon as a strategic need of management today?
20. Bring out the structure and significance of system implementation.
21. What are the advantages and dis-advantages of using AIS.

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