



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

SECOND SEMESTER – APRIL 2017

BU 2503- MANAGEMENT INFORMATION SYSTEM

Date: 04-05-2017
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

PART-A

Answer all questions

10X2=20

1. What do you mean by organizing?
2. What is strategic planning?
3. Explain the need for information system.
4. Define EIS.
5. Name any three models of SDLC.
6. What is temporary system?
7. Define feasibility study.
8. Expand SDLC.
9. List any two limitations of ERP.
10. Define E-CRM.

PART-B

Answer any four questions

4x10=40

11. Explain the MIS support for staffing.
12. Discuss the challenges in information system.
13. Describe detail is the note on tools used in system design.
14. Explain the input and outputs of marketing information system.
15. "Is Expert system a remedy for problem solving." so, explain its Advantage.
16. Explain the pros and cons of decision making.
17. Briefly explain the data warehousing.

PART-C

Answer any two questions

2x20=40

18. Explain the various information requirements for different levels of Management people?
19. Briefly explain the model on Material information system.
20. Explain system Design in detail.
21. Explain in detail the techniques used in Group Decision Making.
