

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.B.A.DEGREE EXAMINATION –BUSINESS ADMINISTRATION

SECOND SEMESTER – APRIL 2018

BU 2503– MANAGEMENT INFORMATION SYSTEM

Date: 02-05-2018
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

PART A

Answer All the Questions

10x2=20

1. Define the term Information?
2. Name any three advantages of Planning?
3. Explain Sub-system?
4. Why do we need MIS?
5. Define Accounting Information System?
6. What is called as Internal Forecast Data?
7. Name the four elements of DFD?
8. What do you mean by feasibility study?
9. State any four advantages of E-customer relationship management?
10. What is the difference between data mining and data warehousing?

PART-B

Answer any Four of the Following:

4x10=40

11. Explain the characteristics of MIS?
12. Bring out the difference between Programmed and Non-Programmed Decisions?
13. Briefly explain different kinds of system?
14. Discuss Human Resource Information System in detail?
15. How will you maintain a System?
16. Explain the ways by which E-Customer Relationship Management is Maintained?
17. List down the steps involved in ERP Implementation?

PART-C

Answer any Two of the Following

2x20=40

- 18 Explain the MIS Support for Various functions of Organization?
- 19 Briefly discuss models of Marketing Information System?
- 20 What is called as Feasibility study and discuss its types?
- 21 Explain the components of DSS?
