

Nov - Dec 2023-24
Program: (B.Tech Program: EXTC, IT, CSE, AIDS (All Branches))

Examination: LY

Course Code: UEXILC7053

Duration: 2.5 Hours

Semester: VII

Course Name: Management Information Systems

Max. Marks: 60

Instructions:

- (1) All questions are compulsory.
- (2) Draw neat diagrams wherever applicable.
- (3) Assume suitable data, if necessary.

		Max. Marks	CO	BT level
Q 1	Solve any six questions out of eight.	12		
i)	What is Management Information System? Explain in a few sentences.	2	1	U
ii)	What do you mean by strategic Decisions? Who takes them?	2	1	U
iii)	What is the meaning of Ethical code of conduct in an organization?	2	3	U
iv)	Why data organization is necessary for MIS?	2	2	U
v)	What is Data Nomenclature with respect to MIS?	2	2	U
vi)	List out 4 advantages of E commerce.	2	4	U
vii)	What is wired network? Where it is used?	2	5	U
viii)	List out any two business transactions in an organization and write the Departments involved in the transactions.	2	6	U
Q.2	Solve any four questions out of six.	16		
i)	Evaluate the important functions of Management at different levels and explain the decisions taken at each level.	4	1	E
ii)	With a suitable diagram explain the Environment of design of MIS	4	2	U
iii)	Differentiate between traditional and modern databases? Explain with any 2 examples.	4	2	An
iv)	What are the aspects of Ethical data sharing in an organization? How it is protected by law?	4	4	U
v)	What is the difference between Web.2 and Web.3? Elaborate on major technology differences.	4	5	An

K. J. Somaiya Institute of Technology, Sion, Mumbai-22
(Autonomous College Affiliated to University of Mumbai)

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vi)	What are the steps followed in project life cycle?	4	6	U
Q.3	Solve any two questions out of three.	16		
i)	What is RDBMS? How it is different from DBMS? Explain with examples.	8	2	U
ii)	An organization finds that some sales data is leaked from the sales Department. Analyze this situation and explain how do you apply ethical principles in this scenario. What punishment do you impose on the potential wrongdoers? What are the ethical implications?	8	3	An
iii)	Evaluate the major Components of Customer Relationship Management for a midsize E commerce company? Elaborate on the various aspects of each component.	8	6	E
Q.4	Solve any two questions out of three.	16		
i)	A customer buys a product from an online vendor which costs Rs.10000. He finds that the product is not of good quality and wants to return it to get refund of his money. Analyze the use of Decision Support Systems, Executive Support Systems, Enterprise Resource Planning systems and Customer Relationship Management Systems and any other MIS involved in taking proper decision to refund the amount. Write down the necessary steps involved in the process.	8	4	An
ii)	How the internet technology and mobile technology has revolutionized E commerce? Give appropriate examples to justify your points.	8	5	U
iii)	Evaluate on the requirement of Business Intelligence (BI) in Health Care Sector for a City Government. How it helps in decision making?	8	6	Ap