

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

May-June 2026		
(B. Tech Program: <u> All Branches </u> Scheme IIB <u> IV </u>)		Regular/Supplementary Examination: TY Semester: VI
Course Code: <u>ILC6053</u>	and Course Name: Management Information systems	
Date of Exam: <u>25-05-2026</u>	Duration: 02.5 Hours	Max. Marks: 60

Instructions:

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

Q. No.	Question	Max. Marks	CO	BT level
Q 1	Solve any two questions out of three: (05 marks each)	10		
a)	Describe the various types of computer-based information systems in an organization?		1	U
b)	Highlight the relevance between Data Marts and Data Warehouses giving examples.		2	U
c)	What are the issues with Cookies, Web bugs and web spy software?		3	R
Q 2	Solve any two questions out of three: (05 marks each)	10		
a)	Discuss innovative ways to use social networking sites for advertising and market research.		4	U
b)	Explain Mobile commerce in business.		5	R
c)	Design a transaction process system TPS for the transactions for placing an order.		6	U
Q.3	Solve any two questions out of three. (10 marks each)	20		
a)	Explain the importance of social computing in CRM. How does it influence customer relationships and organizational effectiveness		4	An
b)	Evaluate the decision-making hierarchy in an organization? Explain how decisions are structured across different levels of management, and discuss the roles and responsibilities of each level in the decision-making process.		1	E
c)	Evaluate the role of Responsibility, Accountability and reliability with respect to ethics? How does MIS help to achieve goals near to ethics?		3	E

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Q.4	Solve any two questions out of three. (10 marks each)	20		
a)	Analyze how a DBMS is more effective than traditional file-based database systems. Discuss its advantages and key features		2	An
b)	Compare the requirements of a small E business with Medium sized E business.		5	An
c)	Write short notes on (1) TPS (2) ERP		6	U
