

PARUL UNIVERSITY
FACULTY OF IT & COMPUTER SCIENCE
MCA, Winter 2019 – 20 Examination

Semester: 4**Subject Code: 05201252****Subject Name: Management Information Systems****Date: 10/12/2019****Time: 2:00 pm to 4:30 pm****Total Marks: 60****Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Answer the followings.**A. Do as directed.****(05)**

1. Levels of management are Strategic, _____ and Operations.
2. What is system?
3. List out External Force.
4. What is Programmed Decision?
5. The tool _____ helps to test the validity of the solution in variable conditions.

B. Do as directed.**(10)**

1. The back bone of any organization is information. (True / False)
2. AI is the short form of _____.
 - a. Artificial information
 - b. Artificial intelligence
 - c. Artificial integration
 - d. None
3. The person who ensures that systems are developed on time, within budget, and with acceptable quality is a _____.
 - a. systems designer
 - b. project manager
 - c. systems owner
 - d. external system user
4. The information of MIS comes from the
 - a. Internal source
 - b. External source
 - c. Both
 - d. None
5. The basic component(s) of DSS is (are)
 - a. Database
 - b. Model base
 - c. DSS software system
 - d. All
6. CRM stands for Customer Relationship Management. (True / False)
7. Information is a raw material. (True / False)
8. The most important attribute of information quality that a manager requires is:
 - a. relevance
 - b. media
 - c. presentation
 - d. timeliness
9. An information system that supports the planning and assessment needs of executive management is _____.
 - a. DSS

- b. TPS
- c. MIS
- d. None

10. Which of the following is not an objective of MIS?

- a. Facilitate the decisions-making process
- b. Provide requisite information at each level of management
- c. Support decision-making
- d. recruit people for system

Q.2 Attempt any five. (15)

1. Write down difference between data & information.
2. Explain term Artificial Intelligence. List out any four applications of AI.
3. What is knowledge? List & explain different types of knowledge.
4. Explain terms Goal, Objective and Target.
5. How MIS support management in process of decision making?
6. Explain different methods of data & information collection.

Q.3 Attempt any three. (15)

1. Explain different features of Control System.
2. Explain Major Components of ES.
3. Explain role of MIS.
4. Explain model of communication.

Q.4 Answer the following in detail.

- A.** Explain Herbert Simon Model. (05)
- B.(1)** What is rational decision? What are the problems in rational decision making? (05)
- B.(2)** Explain Leavitt's model of organization structure. (05)

OR

- B.** Case Study: Explain Financial Management Application of Manufacturing Sector. (10)