



P.E.S. College of Engineering, Mandya - 571 401

(An Autonomous Institution affiliated to VTU, Belagavi)

Eighth Semester, B.E. - Information Science and Engineering

Semester End Examination; May / June - 2019

Management Information System

Time: 3 hrs

Max. Marks: 100

Note: Answer FIVE full questions, selecting ONE full question from each unit.

UNIT - I

- 1 a. What is an information system? How does it work? What are its Management, Organization and Technology components and why are complementary assets essential for ensuring that information systems provide genuine value for organization? 10
- b. How are information systems transforming business, and why are they so essential for running and managing a business today? 10
- 2 a. What are business processes? How are they related to information systems? 10
- b. Which features of organizations do managers need to know about to build and use information systems successfully? 10

UNIT - II

- 3 a. What are the components of IT infrastructure? 10
- b. What are the challenges of managing IT infrastructure and management solutions? 10
- 4 a. What are the major capabilities of Database Management Systems (DBMS) and why is a relational DBMS so powerful? 10
- b. What are the principal components of telecommunications networks and key networking technologies? 10

UNIT - III

- 5 a. Why are many manufacturers and retailers outsourcing the physical logistics of delivering merchandise to shoppers? What advantages does such a strategy offer? Are there any potential issues or disadvantages? 10
- b. Outline the key steps in developing a corporate global e-commerce strategy. 10
- 6 a. Identify six specific objectives organizations expect their TPSs (Transaction processing system's) to accomplish. 10
- b. What is the role of Customer Relationship Management (CRM) system? What sort of business benefits can such a system produce? 10

UNIT - IV

- 7 a. What is a satisficing model? Describe a situation when it should be used. 10
- b. Define decision support system. What are its characteristics? 10

- 8 a. Imagine that you are developing the rules for an expert system to select the strongest candidates for a medical school, what rules or heuristics would you include? 10
- b. Which interface is the least developed and most challenging to create in virtual reality system? Why do you think this is so? What application of the virtual reality has the most potential to generate increased profits in future? 10

UNIT - V

- 9 a. What is difference between a patent and a copyright? What copyright issues come into play when downloading software or music from a website? 10
- b. What is ergonomics? How can it be applied to office workers? 10
- 10 a. Outline a four step process to prevent computer waste and mistakes. 10
- b. Why are all computer crimes not reported to law enforcement agencies? 10

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