



P.E.S. College of Engineering, Mandya - 571 401
(An Autonomous Institution affiliated to VTU, Belagavi)
First Semester, Master of Business Administration (MBA)
Semester End Examination; April / July - 2021
Management Information System

Time: 3 hrs

Max. Marks: 100

Note: Answer all FOUR full questions from PART - A and PART - B (Case Study) is compulsory.

Q. No.	Questions PART - A	Marks	BLs	COs	POs
1 a.	What is MIS? Explain the process flow of management as a control system.	10	L1	CO1	
b.	What is Business process reengineering? Explain its process and function with suitable example.	10	L2	CO2	
OR					
2 a.	What is Business process reengineering? Explain its process and function with technology on society.	10	L1	CO1	
b.	What is meant by Balance score card? Explain the impact of Information Technology on society.	10	L1	CO2	
3 a.	What is SDLC? With a neat sketch, explain the different stages of SDLC in detail.	10	L2	CO2	
b.	What is transaction processing system? Explain its types with neat diagram.	10	L2	CO2	
OR					
4 a.	What is system analysis? Explain its types with neat diagram.	10	L2	CO2	
b.	Discuss the application of MIS in various service sectors with suitable example.	10	L3	CO3	
5 a.	What is meant by DSS? Explain its type's decision support system in detail.	10	L3	CO3	
b.	What is CRM? Explain the major applications of CRM.	10	L4	CO4	
OR					
6 a.	What is DBMS? Explain the steps involved in the development of the conceptual model.	10	L4	CO4	
b.	What is meant by expert system? Explain the functions of expert system with suitable diagram.	10	L3	CO3	
7 a.	What is meant by Network? Discuss the different types of Network topology in detail.	10	L4	CO4	
b.	What is ERP? Explain the implementation and benefits of ERP.	10	L4	CO4	

OR

Contd... 2

8. Write short notes on:

- a) Object Oriented Analysis
- b) Structured Query language
- c) Intranet and Extranet
- d) Knowledge Management

20 L3 CO3

PART - B Case study (Compulsory)

9. Shresta Book house, a leading book house in the city, is known for a wide range of titles being available under one roof. The book house offers books on various subjects from architecture to Zoology. The owner of the book house observes that at a given point in time the inventory is more than Rs. 20 lakhs.

Of late, it was observed that there are some titles which are just decorating the shelves. These titles have not moved since last year. A reduction sale was organized to clear such revenue collected was less than the list price and during last one year the inventory carrying involved interest cost.

The owner is interested in having an IS solution to prevent such cases in figure. The existing system involves a personal computer based inventory system. The existing monthly stock report provides a stock statement by titles. It provides the transaction based status about opening balances, receipts, sales and balance. It is however difficult to go through each and every entry of this report that runs into the one hundred odd pages.

Questions:

- a. Evaluate the present system. 5 L4 CO4
- b. Discuss the information needs of the owner of book house to design a suitable MIS. 5 L3 CO2
- c. Suggest the various outputs, the computer system can provide so that the reports can be made actionable for control purpose. 5 L4 CO4
- d. What technology options can you suggest for an integrated system of stocking, billing, accounting, decision making? 5 L4 CO4

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