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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; July - 2023

Management Information Systems

Time: 3 hrs   Max. Marks: 100

Course Outcomes

The Students will be able to:

CO1: Identify the business application is MIS.

CO2: Explain the changing business environment for information technology

CO3: Illustrate the computer hardware and software work service level agreements.

CO4: Implementation of Information Technology solution in organization.

CO5: Explain issues and challenges in security and professional ethics.

<u>**Note:**</u> *I) PART - A is compulsory. **Two** marks for each question.*

*II) PART - B: Answer any <u>**Two**</u> sub questions (from a, b, c) for Maximum of **18 marks** from each unit.*

Q. No.	Questions	Marks	BLs	COs	POs
	I : PART - A	**10**			
1 a.	How Information System (IS) different from information technology?	2	L1	CO1	PO1
b.	Name any four Targeted Marketing components.	2	L1	CO2	PO1
c.	Specify any two differences between Management Information System and Decision Support System.	2	L1	CO3	PO1,2
d.	Define strategic planning and tactical planning.	2	L1	CO4	PO1,2
e.	List out basic categories of ethical business issues.	2	L1	CO5	PO1
	II : PART - B	**90**			
	UNIT - I	**18**			
2 a.	With a neat diagram, illustrate information system model that express a fundamental conceptual framework for the major components and activities of information systems.	9	L2	CO1	PO1
b.	How customer focused business build a customer value and loyalty using internet technology? Explain.	9	L2	CO1	PO1
c.	Draw and explain the fundamental competitive forces and strategies model which confront in the marketplace.	9	L2	CO1	PO1
	UNIT - II	**18**			
3 a.	With a neat sketch, explain major cross functional enterprise applications and their inter relationships.	9	L2	CO2	PO1
b.	Explain benefits, challenges and trends in ERP.	9	L2	CO2	PO1
c	Explain benefits, challenges and trends in SCM.	9	L2	CO2	PO1

	UNIT - III	**18**			
4 a.	Explain the e-commerce process architecture that highlights nine essential categories of e-commerce processes.	9	L2	CO3	PO1,2
b.	What is DSS? With an example, illustrate basic types of analytical modelling activities that are involved in using decision support systems.	9	L2	CO3	PO1
c.	What is MIS? Explain major reporting alternatives that are provided by such systems.	9	L2	CO3	PO1
	UNIT - IV	**18**			
5 a.	With a neat diagram, illustrate the business / IT planning process.	9	L2	CO4	PO1
b.	With a help of a diagram, explain the Software Development Life Cycle.	9	L2	CO4	PO1
c.	With the help of diagram, illustrate the prototyping life cycle.	9	L2	CO4	PO1
	UNIT - V	**18**			
6 a.	Write a short note on the following: i) Employment challenges ii) Challenges in working conditions iii) Challenges of individuality	9	L2	CO5	PO1
b.	List and explain the various challenges of global IT management. Justify the statement "The Internet as a global IT platform".	9	L2	CO5	PO1,2
c.	What is offshoring? Discuss any four main reasons behind a decision to outsource.	9	L2	CO5	PO1,2

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