

**BACHELOR OF BUSINESS ADMINISTRATION
THIRD SEMESTER [REPEAT]
MANAGEMENT INFORMATION SYSTEM
BBA – 305**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

[PART-A: Objective]

Time: 30 min.

Marks: 20

Choose the correct answer from the following:

1×20=20

1. The dimension of e-commerce that enables commerce across national boundaries is called _____.
 - a. Interactivity
 - b. Global reach
 - c. Richness
 - d. Ubiquity
2. Which one of the following is / are the characteristics of Strategic Management Information System?
 - a. Helps to prepare a product or service in the industry
 - b. It provides operating productivity, improved benefit
 - c. It includes interlinking of the activities of a firm that acquires, collects and provides information.
 - d. All of the above mentioned
3. An approach which emphasizes about the knowledge is required to achieve business goals,
 - a. Strategic Process System
 - b. Strategic Management Information System
 - c. Strategic Financial System
 - d. Strategic Process Approval System
4. Strategic knowledge management allows companies/ organizations to identify to _____ the information they produce and obtain.
 - a. Store, process, and transmit
 - b. Only disseminate information
 - c. Only information retrieval
 - d. Only information updation
5. Strategic Management Information System can be used to create new _____ by using knowledge tools.
 - a. Business opportunities
 - b. Financial opportunities
 - c. Market opportunities
 - d. All of the above mentioned
6. _____ is able to provide a specific niche or segment with the capabilities to identify, extend, and need of an organization.
 - a. System flow
 - b. Data flow diagram
 - c. Strategic Management Information System
 - d. None of the above mentioned

A successful _____ can be done only if the capabilities are in place for the routine basic work of data collection, assessment of potential equipment and software, and management of routine project status reporting.

- a. System approach
- b. System implementation
- c. Plan
- d. Strategic process

To fulfil the need _____ should have laid the groundwork when a new strategic need becomes evident.

- a. Data Management
- b. Information Management
- c. Process Management
- d. All of the above mentioned

What is system analysis?

- a. Collecting facts and information
- b. Interpreting facts
- c. Identifying the problems
- d. All of the mentioned above

A system contains a _____ which is planned to reach a specific goal.

- a. Communication
- b. Interdependence
- c. Structure and behaviour
- d. None of the above mentioned

E-commerce technologies have improved upon traditional commerce technologies in _____.

- a. Richness
- b. Reach.
- c. Both richness and reach.
- d. Neither richness nor reach

Which of the following is not a key element of a business model?

- a. Value proposition
- b. Competitive advantage
- c. Market strategy
- d. Universal standards

Which of the following is not one of the benefits of e-commerce to sellers?

- a. E-commerce offers greater flexibility in meeting customer needs
- b. E-commerce is a powerful tool for customer relationship building
- c. E-commerce can help to reduce costs.
- d. E-commerce increases the net cost per contact

Strategic information is needed for

- a. Day to day operations
- b. Meet government requirements
- c. Long range planning
- d. Short range planning

In motor car manufacturing the following type of information is strategic

- a. Decision on introducing a new model
- b. Scheduling production
- c. Assessing competitor car
- d. Computing sales tax collected

A management information system is one which

- a. is required by all managers of an organization
- b. processes data to yield information of value in tactical management
- c. provides operational information
- d. allows better management of organizations

17. Data mining is used to aid in
- a. Operational management
 - b. Analysing past decision made by managers
 - c. detecting patterns in operational data
 - d. retrieving archival data
18. Statutory information is needed for
- a. Day to day operations
 - b. Meet government requirements
 - c. Long range planning
 - d. Short range planning
19. In a hospital information system the following type of information is tactical
- a. Opening a new children's ward
 - b. Data on births and deaths
 - c. Preparing patients' bill
 - d. Buying an expensive diagnostic system such as CAT scan
20. Strategic Management Information System offers _____
- a. Business intelligence
 - b. Organization flow
 - c. Process enhancement
 - d. Process flow

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(PART-B : Descriptive)

Time : 2 hrs. 30 min.

Marks : 50

[Answer question no.1 & any four (4) from the rest]

1. What do you mean by Management Information System? Explain the characteristics of MIS. Also illustrate on the different challenges of MIS. 2+4+4 =10
2. a) What do you mean by Information System? What are its types? 5+5=10
b) What are three levels of management and outline the objectives each level of management?
3. a) Write a short note on the applications of MIS. 5+5=10
b) Explain briefly about the Porter's Five Forces Model along with a diagram
4. What do you mean by Strategic Information System? What are the various phases of System Development Life cycle? 2+8=10
5. a) Explain the different Porter Generic Strategies. 5+5=10
b) What are the primary activities in the Porter's Value Chain Analysis Model?
6. Define Competitive intelligence, what are the implications of CI on the various factors like market, competitor, partner, customer, technical etc. 2+8=10
7. What is CBDC? Discuss its various opportunities and risk associated. 4+6=10
8. Write Short notes on (*any two*) 5+5=10
 - a) Payment cards.
 - b) E- wallet
 - c) E-Commerce
 - d) Impact of EC on Business

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