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Total No. of Pages : 02

Total No. of Questions : 09

**BBA (2012 & Onwards Batches) (Sem.-3)**  
**MANAGEMENT INFORMATION SYSTEMS**

Subject Code : BBA-305

Paper ID : [C1168]

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTION TO CANDIDATES :**

1. **SECTION-A** is **COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTIONS-B** consists of **FOUR** Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains **TWO** questions each, carrying **TEN** marks each.
4. Student has to attempt any **ONE** question from each Sub-section.

**SECTION-A**

**1. Write short notes on :**

- (a) Define MIS.
- (b) Define Data.
- (c) Define Quality.
- (d) What is System Analysis?
- (e) What is System Design?
- (f) What is Customer Relationship Management?
- (g) What is ERP?
- (h) What is Data Mining?
- (i) What is Supply Chain Management?
- (j) Define Planning.

## **SECTION-B**

### **UNIT-I**

2. Discuss the characteristics and significance of MIS.
3. Discuss in detail Management Support Systems.

### **UNIT-II**

4. Discuss Simon's Model of decision making.
5. Discuss in detail the advantages and disadvantages of DBMS.

### **UNIT-III**

6. Discuss System development life cycle.
7. Discuss System Implementation and testing.

### **UNIT-IV**

8. Give brief introduction of emerging concepts and issues in Information Systems.
9. Discuss various evaluation approaches of MIS.