



Paper id: 252536

Printed Page: 1 of 2  
Subject Code: KMBN208

Roll No:

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

**MBA**  
**(SEM II) THEORY EXAMINATION 2024-25**  
**MANAGEMENT INFORMATION SYSTEMS**

**TIME: 3 HRS****M.MARKS: 25****Note:** Attempt all Sections. In case of any missing data; choose suitably.**SECTION A****1. Attempt all questions in brief.****2 x 10 = 20**

Q No.	Question	CO	Level
a.	Define Management Information System.	CO1	K1
b.	What do you mean by Executive Information System?	CO1	K1
c.	What is BPR?	CO2	K1
d.	Define Strategic Information System.	CO1	K1
e.	What is ECS?	CO2	K1
f.	Define Database Management System.	CO1	K1
g.	What do you mean by prototyping?	CO3	K2
h.	What are the advantages of AI in business?	CO4	K2
i.	What are the challenges in management of Big data?	CO4	K2
j.	Write a syntax to create a table in SQL.	CO3	K3

**SECTION B****2. Attempt any three of the following:****10 x 3 = 30**

Q No.	Question	CO	Level
a.	Describe the different types of information systems and their use in various levels of management.	CO2	K2
b.	Explain the components and benefits of Decision Support Systems (DSS).	CO2	K2
c.	Discuss the issues related to data redundancy, consistency, and independence in DBMS.	CO3	K2
d.	Explain the types of DBMS. Explain Table, View, Reports and Queries with suitable examples.	CO3	K2
e.	What are some of the most important applications of Artificial Intelligence in business? Defend your choices.	CO2	K2

**SECTION C****3. Attempt any one part of the following:****10 x 1 = 10**

Q No.	Question	CO	Level
a.	How can businesses use Management Information Systems (MIS) for competitive advantage?	CO1	K2
b.	Explain Simon's model of decision making and its application in management.	CO2	K2



Paper id: 252536

Roll No:

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

MBA  
(SEM II) THEORY EXAMINATION 2024-25  
MANAGEMENT INFORMATION SYSTEMS

TIME: 3 HRS

M.MARKS: 25

4. Attempt any *one* part of the following: 10 x 1 = 10

Q No.	Question	CO	Level
a.	Design a small database for managing student records. Include table creation and at least one SQL query to retrieve student marks.	CO5	K6
b.	Design an integrated IT-based solution for improving decision-making in a retail business using emerging technologies such as Big Data Analytics, Artificial Intelligence, or IoT. Justify your approach.	CO5	K6

5. Attempt any *one* part of the following: 10 x 1 = 10

Q No.	Question	CO	Level
a.	Differentiate between structured, semi-structured, and unstructured decisions. How do information systems support each type?	CO3	K4
b.	Explain the role of Executive Information System in managerial decision-making with a real-world example.	CO3	K3

6. Attempt any *one* part of the following: 10 x 1 = 10

Q No.	Question	CO	Level
a.	Assess the impact of Internet of Things (IoT) on real-time business decision-making. Provide an industry example.	CO5	K5
b.	Design an IT-based solution integrating AI and Big Data for enhancing customer experience in the retail industry.	CO5	K6

7. Attempt any *one* part of the following: 10 x 1 = 10

Q No.	Question	CO	Level
a.	Explain how data mining techniques help in discovering business insights. Give suitable examples from the retail or banking industry.	CO4	K2
b.	Evaluate the role of a data warehouse in supporting strategic business decisions. How does it differ from traditional databases?	CO4	K5