

**VASAVI COLLEGE OF ENGINEERING (Autonomous) HYDERABAD**  
**MCA. I/III I-Semester(Main) Examinations, March-2015**

**Management Information Systems**

Time: 3 hours

Max. Marks: 70

*Note: Answer ALL questions in Part-A and any FIVE questions from Part-B*

**Part-A (Marks: 10 X 2=20)**

1. What are the levels of an Information system.
2. Differentiate an open to closed system.
3. List the functions of a top level manager.
4. Explain what is:
  - i) Staffing
  - ii) Coordinating
5. What are the features of Modern information systems?
6. Differentiate between DSS and MIS.
7. Draw the architecture of Enterprise system.
8. What is the difference between Intranet, Extranet and Internet?
9. Define vulnerability?
10. What is tacit and explicit Knowledge?

**Part-B (Marks: 5 X 10=50)**

11. (a) Appraise the role of Information technology in business. (4)  
 (b) Explain business planning using MIS. (6)
12. (a) Explain Operational Information System in Business. (5)  
 (b) Explain briefly Strategic marketing Information System. (5)
13. (a) What are the problems in making Rational Decisions? (3)  
 (b) Define system development methods. Explain any one. (7)
14. (a) Explain briefly about Knowledge Management. (4)  
 (b) Write a short notes on the role of GDSS tools in Enhancing Management Decision. (6)
15. (a) Explain the method of conducting cost benefit analysis of Information system. (5)  
 (b) Describe the procedure involved in building a MIS for marketing –Airline Industry. (5)
16. (a) Explain Customer relationship management.. (6)  
 (b) Discuss the Critical success factors. (4)
17. Explain the following:
  - (a) Tactical production Information systems (5)
  - (b) Expert systems (5)