

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA– SEMESTER –I–EXAMINATION – WINTER-2023

Subject Code:4519206

Date: 19-01-2024

Subject Name: Management Information Systems

Time:10:30 AM TO 01:30 PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

- Q.1** Do as directed: **14**
- (a) Define Data and Information.
 - (b) Define Expert System.
 - (c) List Primary and Secondary Activities of Value chain.
 - (d) Define Business Intelligence.
 - (e) What do you mean by Hacking?
 - (f) Define Enterprise System.
 - (g) Give your understanding of IoT.
- Q.2** (a) Define Information System and describe its various dimensions. **07**
- (b) Explain different types of decision with suitable examples. **07**
- OR**
- (b) Select any three companies (from different industries) of your choice and explain how they have achieved competitive advantage using IS. **07**
- Q.3** (a) Write a detailed note on Transaction Processing System. **07**
- (b) List and explain various security threats to IS and ways to prevent it. **07**
- OR**
- Q.3** (a) Write a detailed note on Executive Support System. **07**
- (b) Select any three companies (from different industries) of your choice and explain its m-commerce model. **07**
- Q.4** (a) List different functional information systems and explain in detail any ONE of them. **07**
- (b) Explain five steps in an ethical analysis with an example. **07**
- OR**
- Q.4** (a) List different enterprise information systems and explain in detail any ONE of them. **07**
- (b) Explain the Simon's model of decision making, with suitable example. **07**
- Q.5** **CASE STUDY:**
- You are appointed as a MIS consultant to the Business School. Your task is to prepare a report discussing following issues:
- (a) How MIS can help manage functioning of Business School? **07**
- (b) What will be the impact of prevailing Covid-19 situation on future of Business School? What role can Information Technology play in this emerging situation? **07**
- OR**
- Q.5** (a) List and explain various sub systems / Modules of proposed solution giving justification. **07**
(At least Four)
- (b) List and explain various reports that this new solution will generate giving justification. **07**
(At least Four)
