

Roll No.

BBA-604(N)

B. B. A. (Sixth Semester) EXAMINATION, Sept., 2020

(New Course)

Paper Fourth

MANAGEMENT INFORMATION SYSTEM

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt all the *five* questions. All questions carry equal marks.

Inst. : The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

1. Discuss the structure of M. I. S. Why is M. I. S. considered as backbone for business houses ?

Or

Explain the role and functions of Management Information System.

2. How can Information System support a company's business process and decision-making ?

Or

Describe the concept of corporate planning and strategic planning.

P. T. O.

[2]

3. What is Artificial Intelligence ? Critically evaluate the role and future of A. I. as a management and organizational support.

Or

Explain the concepts of E. R. P.

4. Describe management of quality in M. I. S.

Or

Discuss the factors of success and failure in M. I. S.

5. Describe Management Information System Business Planning.

Or

Write short notes on the following :

- (a) D. S. S.
- (b) T. P. S.
- (c) E. M. S.