B.SIM (2014 & Onwards)   (Sem.–4)

MANAGEMENT INFORMATION SYSTEMS FOR SERVICE INDUSTRY

Subject Code : BBA-416

Paper ID : [72860]

Time : 3 Hrs.   Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :
1.   SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2.   SECTION-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

Q1) Define the following :

   a) MIS.

   b) KMS

   c) SRS.

   d) Information.

   e) Data Mining

   f) DBMS

   g) Waterfall prototype.

   h) System Evaluation

   i) DSS

   j) Feasibility Report

SECTION-B

UNIT-I

Q2 What are the objectives and characteristics of MIS?

Q3   Define information. Discuss classification of information and its quality.

UNIT-II

Q4 What are the attributes and Characteristics of DSS?

Q5   Discuss Simon's model of decision making.

UNIT-III

Q6   Discuss system design and system Implementation.

Q7   Explain different Phases of System Development Life Cycle.

UNIT-IV

Q8 What is the scope of ERP? And what are the advantages of ERP?

Q9 What is customer relation Management? Discuss its features.