B.C.A. (Revised) (Semester – VI) Examination, April 2015
MANAGEMENT INFORMATION SYSTEMS

Duration : 2 Hours

Max. Marks : 50

Instructions :1) **All** questions are **compulsory**.

          2) Figures to the **right** indicate **full** marks.

          3) Draw diagrams **wherever** necessary.

1. A) Name the following :   **(5×1=5)**

   i) The representation of facts and figures in the raw format.

   ii) The system that provides information to support managerial functions and provides decision making capabilities.

   iii) The type of decisions which help in envisioning things in an ideal form.

   iv) The tool which involves adding up the benefits of a course of action and then comparing these with the costs associated with it.

   v) The knowledge which is found in the minds of human stakeholders.

  B) State whether the following statements is **True** or **False** :   **(5×1=5)**

   i) Analogies is an intermediate step between pure imagination and logical thinking.

   ii) Image processing does not allow end users to capture, store and process and retrieve images of documents electronically.

   iii) Groupware can co-ordinate group work tasks as well as meetings.

   iv) e-CRM includes tools for marketing and sales.

   v) SCM systems focus specifically on customers.

2. Answer the following :   **10**

  A) Draw a diagram to represent the various levels of the management hierarchy.   **2**

  B) Describe any three basic functions of management in an organization.   **3**

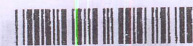 C) Explain in brief the knowledge work systems.   **5**

         OR

  D) Write a short note on enterprise-wide knowledge management systems.   **5**

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3. Answer the following : 10

   A) List the various sources of strategic information. 2

   B) What do you understand by Pareto analysis ? 3

   C) Write a short note on Neural Networks as an intelligent technique. 5

   OR

   D) Write a short note on Fuzzy Logic as an intelligent technique. 5

4. Answer the following : 10

   A) What do you mean by 'Timeliness' of information ? 2

   B) Explain the key features of CRM systems. 3

   C) Explain the importance of ERP systems in today's business world. 5

   OR

   D) Discuss the futuristic approaches of enterprise systems. 5

5. Answer the following : 10

   A) What do you mean by executive support system ? 2

   B) Discuss the 'word processing' application in office automation. 3

   C) Explain the various components of an expert system. 5

   OR

   D) Write a short note on the importance of office automation systems. 5