



Printed Pages : 3

MCA – 401

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 1472

Roll No.

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M. C. A.

(SEM. IV) EXAMINATION, 2006-07

MANAGEMENT INFORMATION SYSTEM

Time : 3 Hours]

[Total Marks : 100

Note : Attempt all questions.

1 Answer any four parts : 4×5=20

- (a) Why is a database generally a feature of an MIS? Explain.
- (b) Describe the various attributes of Information System.
- (c) Why do big companies still fail in their use of information technology? What should they be doing differently? Explain.
- (d) Describe the various components of an Information System.
- (e) Explain the term business process engineering.
- (f) How information technology can help a company to be an agile competitor with the help of customers and business partners.

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[Contd...

2 Answer any **four** parts : **4×5=20**

- (a) Differentiate between MIS and electronic data processing (EOP).
- (b) Why is the MIS developed as a federation of systems rather than as a single, total system?
- (c) How a model base different from a database? Explain.
- (d) Define Management. Give various management functions at the various management levels.
- (e) Describe the various parameters on which an organization is structured.
- (f) Describe decision support system.

3 Answer any **two** parts : **2×10=20**

- (a) Differentiate among the following plans: strategic, long-range, medium range and short range.
- (b) Define master-plan document. What should be included in a master plan document? Explain with example.
- (c) (i) What are the various degrees of depth in validity checking?
(ii) Describe types of administrative control measures.

4 Answer any **two** parts : **2×10=20**

- (a) How traditional and web marketing communications differ in supporting each step of the buying process? Discuss in detail.

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[Contd...

- (b) What are some of the limitations or dangers you see in the use of AI technologies such as expert systems, virtual reality and intelligent agents? Explain.
- (c) What is the difference between the parallel, plunge, phased and pilot forms of IS conversion? Explain with suitable example.

5 Answer any **two** parts : **2×10=20**

- (a) Describe the various ethical responsibilities of business professionals.
- (b) Describe Enterprise application Architecture (EAA). Also describe supply chain management (SCM).
- (c)
 - (i) Computer virus and worms
 - (ii) Procurement management