



BRAINWARE UNIVERSITY

Course – BBA

Management Information System (BBA205 / BBAC205(BL))

(Semester – 2)

Time allotted: 3 Hours

Full Marks: 70

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group –A

(Multiple Choice Type Question)

10 x 1 = 10

1. *Choose the correct alternative from the following*

(i) Electronic payment system refers to making of payments through

- | | |
|-------------------------------------|---------------------|
| a. Electronic medium such as e-cash | b. E-cheque |
| c. Credit cards | d. All of the above |

(ii) Information is nothing but the facts

- | | |
|-------------------------------------|-------------------|
| a. Organized in a meaningful manner | b. Processed data |
| c. Both of them | d. None of them |

(iii) Herbert Simon Model is related to

- | | |
|--------|--------|
| a. DSS | b. MIS |
| c. EIS | d. TPS |

(iv) Which one of the following is the activity of MIS?

- | | |
|-----------------------|---------------------------|
| a. Marketing | b. Logistics |
| c. Strategic Planning | d. Information Processing |

- (v) SDLC stands for
- a. Software Development Life Cycle
 - b. Structured Development Life Process
 - c. Systematic Development Life Cycle
 - d. All of the above
- (vi) OLAP stands for
- a. Online Analytical Processing
 - b. Offline Analytical Processing
 - c. Both of them
 - d. None of them
- (vii) KPO stands for
- a. knowledge Process Outsourcing
 - b. Knowledge Production Outsourcing
 - c. knowledge Processing Outsourcing
 - d. None of them
- (viii) Tally ERP is a
- a. Accounting Software
 - b. Virus
 - c. Firewall
 - d. None of them
- (ix) Scanner is an example of
- a. Input Device
 - b. Output device
 - c. Both of them
 - d. None of them
- (x) DFD is a
- a. Structured analysis Tool
 - b. Application Software
 - c. DSS
 - d. None of them

Group – B

(Short Answer Type Questions)

3 x 5 = 15

Answer any *three* from the following

2. What are the advantages & disadvantages of using Spiral Model of software development? [2+3]
3. What is Electronic Data processing? What are its features? [2+3]
4. Write Short notes on – E-banking, E-wallet [2+3]
5. Write a short note on – Transaction Processing System (TPS) [5]
6. What are the different types of Information system involved in different levels of management? Explain them properly. [5]

Group – C

(Long Answer Type Questions)

3 x 15 = 45

Answer any *three* from the following

7. (a) What is Data? [2]
- (b) What are the differences between Data & information? [5]
- (c) Explain any five attributes of quality information measurement.. [8]
8. (a) What are the different functions of Customer relationship Management process in an organization? [8]
- (b) What do you mean by M-Commerce? [4]
- (c) What is Data dissemination? Give examples. [3]
9. (a) What is Management Information System? [2]
- (b) What are the functions of MIS? [7]
- (c) What are the advantages of using MIS in an organization? [6]
10. (a) What is Black Box? Give examples. [2]
- (b) What are the different advantages of using Net banking? [7]
- (c) What are the functions of EIS in decision making process? [6]
11. (a) Briefly Explain the RAD model in software development. [10]
- (b) What are its advantages & disadvantages? [5]