

R.N.G.PATEL INSTITUTE OF TECHNOLOGY-RNGPIT
(An Autonomous College U/s UGC Act 1956)

MBA SEMESTER-I, SEMESTER END EXAMINATION – SUMMER 2025

Subject Code: 1MB1104**Date: 16-05-2025****Subject Name: MANAGEMENT INFORMATION SYSTEM****Time: 11:00 AM to 02:00 PM****Total Marks: 70****Instructions**

1. It is **compulsory** for students to write **Enrolment No. /Seat No.** on the question paper.
2. Write answers of **Section A** and **Section B** in **separate answer books**.
3. Attempt all questions from both **Section A** and **Section B**.
4. Each section carries **35 marks**, with a total of **70 marks** for the examination.
5. The figures to the right of each question indicate full marks, make suitable assumptions with justification.
6. BL - Bloom's Taxonomy Levels (R-Remember, U-Understanding, A –Application, N –Analyze, E – Evaluate, C -Create), CO - Course Outcomes.

SECTION A

	Marks	BL	CO
Q.1 Multiple-Choice Questions	[05]		
(a) Which type of information system is primarily used for routine, day-to-day business transactions?	1	R	2
(i) Decision Support System (DSS)			
(ii) Executive Support System (ESS)			
(iii) Transaction Processing System (TPS)			
(iv) Digital Dashboard			
(b) Unauthorized use of company resources by employees is an example of:	1	R	4
(i) Cyber theft			
(ii) Software piracy			
(iii) Unauthorized use at work			
(iv) Hacking			
(c) Green computing focuses on:	1	U	4
(i) Increasing hardware costs			
(ii) Reducing environmental impact			
(iii) Enhancing network speed			
(iv) Limiting cloud computing			
(d) E-commerce primarily involves:	1	U	5
(i) Internal management of employees			
(ii) Online buying and selling of goods/services			
(iii) Managing internal transactions			
(iv) Monitoring environmental factors			

(e) Digital dashboards mainly help in:	1	U	2
(i) Processing customer orders	(ii) Displaying key performance indicators (KPIs) in real-time		
(iii) Managing employee payroll	(iv) Conducting e-commerce transactions		

Q.2 Attempt Any Two	[10]		
(a) Write down Decision Support System with its functions and applications.	5	U	2
(b) Explain Ethical Responsibilities of business professionals	5	U	4
(c) What is Intellectual Property (IP)? Explain the concept of IP theft with an illustrative example.	5	U	4
Q.3 Attempt Any Two	[10]		
(a) Write Down Executive Support System with its functions and applications.	5	U	2
(b) Explain the role of Management Information Systems (MIS) in E-business. In your answer, include its key components and at least two benefits it provides to e-businesses.	5	U	5
(c) What is Mobile Computing ,write down advantages, applications and challenges. And explain how mobile computing used in e-commerce.	5	U	4
Q.4 Attempt Any Two	[10]		
(a) Write Down Transaction Processing System with its functions and applications.	5	U	2
(b) What is a digital dashboard? Explain its key features and highlight two types of digital dashboards with examples	5	U	2
(c) You are managing a retail store, and you are facing problems like slow billing at checkout counters, difficulty in managing inventory levels, and delays in responding to customer complaints. Explain how implementing a Management Information System (MIS) in your store can help solve these issues. Discuss the key components of MIS that would be essential for improving store operations.	5	A	5

SECTION B

	Marks	BL	CO
Q.5 Multiple-Choice Questions	[05]		
(a) An information system that uses what-if analysis, sensitivity analysis and optimization techniques for decision making. (i) Executive information system (ii) Decision support system (iii) Enterprise systems (iv) Artificial intelligence systems	1	N	3
(b) Analyze the functions of Transaction Processing Systems (TPS) and identify which organizational level primarily relies on them for daily operations. Also, determine how their role contrasts with that of systems used at strategic levels. (i) Senior Management (ii) Middle Management (iii) Operational (iv) Knowledge Management	1	N	3
(c) _____ system supports activities such as identifying potential employee, maintaining complete record on existing, employees (i) Marketing information (ii) Finance management (iii) Human resource information (iv) Top Management	1	U	4
(d) Which one of the following is not a business driver for an information system? (i) Business Process Re-design (ii) Knowledge Asset Management (iii) Proliferation of Networks and the Internet (iv) Security and Privacy	1	U	4
(e) A cross functional enterprise system that uses IT to link organizations' business processes and business partners such as suppliers, distributors and customers. (i) Customer relationship management system (ii) Enterprise resource planning systems (iii) Enterprise architecture integration (iv) Supply chain management system	1	U	4
Q.6 Attempt Any Two	[10]		
(a) Discuss types of decisions? Also discuss types of information require at each level of decisions.	5	N	3
(b) "Explain why it is important to provide the right information to the right person at the right time and place in a workplace setting".	5	U	4
(c) Discuss the components of IS in details.	5	U	4

Q.7	Attempt Any Two	[10]		
(a)	How is Enterprise Resource Planning (ERP) beneficial to organize several business functions? Describe with proper examples.	5	U	4
(b)	"Analyze how CRM data can help a company identify customer trends and make informed business decisions. Provide examples of how this analysis can impact strategic planning".	5	N	3
(c)	What are business intelligence systems? Explain their components and the decision-making support they provide to business firms.	5	U	3
Q.8	Attempt Any Two	[10]		
(a)	"Examine the challenges and benefits of implementing a comprehensive SCM framework in a global supply chain context".	5	N	3
(b)	Explain how the key characteristics of an organization that influence company's overall performance and effectiveness.	5	U	4
(c)	Describe the Poter's five forces model.	5	U	4
