

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

**MBA SEMESTER-I, SEMESTER END EXAMINATION – WINTER 2025**

**SUBJECT CODE: 2MB1104**

**DATE: 08-01-2026**

**SUBJECT NAME: MANAGEMENT INFORMATION SYSTEM**

**TIME: 09:00 AM to 12:00 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 of these is NOT a key attribute of information? 1    U    1
- (i) Accuracy (ii) Timeliness
- (iii) Redundancy (iv) Relevance
- (b) Functional perspective of organizational IS focuses mainly on: 1    U    1
- (i) Company hierarchy (ii) Department-specific processes
- (iii) Executive decision-making (iv) IT infrastructure only
- (c) Which of the following shows the correct flow in a hierarchical information system? 1    A    1
- (i) Top → Operational → Middle (ii) Operational → Middle → Top
- (iii) Middle → Top → Operational (iv) Operational → Top → Middle
- (d) The primary purpose of information in an organization is to: 1    U    1
- (i) Increase data storage (ii) Support decision-making
- (iii) Replace managers (iv) Create software

1    U    1

(e) A rapidly changing business environment increases the need for:

- (i) Paper files
- (ii) Manual approval
- (iii) IT/IS support
- (iv) More physical meetings

<b>Q.2 Attempt Any Two</b>	<b>[10]</b>
(a) Write down Hierarchical Organizational Information System with example and advantages.	5 U 1
(b) Describe the different types of managers in an organization and explain the kinds of activities they perform.	5 U 1
(c) Explain how a changing business environment influences organizations and describe the role of IT/IS in responding to these changes.	5 N 1

<b>Q.3 Attempt Any Two</b>	<b>[10]</b>
(a) Write Down Executive Support System with its functions and applications	5 U 2
(b) Describe how Artificial Intelligence is used in modern Information Systems with examples.	5 A 2
(c) Explain the Transaction Processing System along with its functions and applications.	5 U 2

**Q.4 Attempt Any Two**

**Case Study :**

CityFresh Foods Ltd. is a fast-growing chain of grocery stores. As the number of branches increased, the company struggled to monitor daily sales, track inventory, and compare store performance. To improve decision-making, CityFresh decided to strengthen its Information Systems.

The company first implemented a Management Information System (MIS). The MIS generated daily and weekly reports on sales, stock levels, and cashier performance. Store managers used these reports to reorder items, identify fast-moving products, and reduce wastage. This improved operational efficiency. **[10]**

For higher-level planning, the company introduced an Executive Support System (ESS). The ESS provided summarized information for top executives, helping them analyse long-term trends, branch profitability, and customer buying behaviour.

To make strategic monitoring even easier, CityFresh added a digital dashboard to the ESS. The dashboard displayed real-time data on total sales, top-selling items, and performance of each store in a visual format. Executives used the dashboard to make quick decisions and set targets for upcoming months.

(a) How did the MIS improve operational decision-making at CityFresh Foods Ltd.?	5 A 2
(b) Explain the role of the ESS in helping top executives make strategic decisions.	5 U 2
(c) How did the digital dashboard support real-time monitoring and goal setting for the company?	5 A 2

## SECTION B

**Marks BL CO**

### **Q.5 Multiple-Choice Questions**

**[05]**

- (a) Functional Information Systems are mainly designed to support: 1 R 3
- (i) Broad organizational strategy      (ii) Routine operations of specific business functions
- (iii) Only financial forecasting      (iv) Only top-level executives
- (b) Which of the following is an example of a Marketing Information System? 1 U 3
- (i) Payroll system      (ii) Inventory tracking system
- (iii) Employee attendance tracker      (iv) Customer segmentation and sales analytics
- (c) Unauthorized access to computer systems for malicious intent is called: 1 R 4
- (i) Data mining      (ii) ERP
- (iii) Hacking      (iv) CRM
- (d) ERP stands for 1 R 3
- (i) Employee Resource Program      (ii) Enterprise Reporting Protocol
- (iii) Electronic Reporting Process      (iv) Enterprise Resource Planning
- (e) The first line of defense in information security is 1 U 4
- (i) Employees / People      (ii) Firewalls
- (iii) Encryption      (iv) Antivirus software

### **Q.6 Attempt Any Two**

**[10]**

- (a) Explain the meaning and functions of a Financial Information System with suitable examples. 5 U 3
- (b) Define Human Resource Information System (HRIS). Explain its key applications in an organization. 5 R 3
- (c) 5. What is ERP? Describe how Enterprise Resource Planning supports business process integration. 5 A 3

### **Q.7 Attempt Any Two**

**[10]**

- (a) Explain how technology acts as the second line of defense for authorization, prevention, detention and response. 5 N 4
- (b) What is IP theft, discuss its types. 5 R 4
- (c) What is computer crime? Explain hacking, cracking, and cyber theft with suitable examples. 5 R 4

**Q.8 Attempt Any Two**

**[10]**

- |   |          |          |          |
|---|----------|----------|----------|
| (a) Explain the ethical responsibilities of business professionals while using information systems. | <b>5</b> | <b>U</b> | <b>4</b> |
| (b) Describe the concept of software piracy and explain why it is considered unethical.             | <b>5</b> | <b>U</b> | <b>4</b> |
| (c) Define Green Computing. Discuss how cloud computing and mobile computing contribute to it.      | <b>5</b> | <b>N</b> | <b>4</b> |

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