MID-WEST UNIVERSITY
SCHOOL OF MANAGEMENT (MUSOM)
(An Autonomous Institution)
MUSOM EXAMINATIONS SECTION
FINAL EXAMINATION-2024 (2080)
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
SEMESTER – VI

Subject: Management Information System	**Course Code: MGT361**
Full Marks: 100	**Time: 3 Hrs.**

Exam Roll No.: ....

Section A: Multiple Choice Questions (1×15 = 15 Marks)	**Time: 15 Minutes**

Tick (✓) the correct answers

1. Information systems that monitor the elementary activities and transactions of the organization are _____.
   a. management level system
   b. operational level system.
   c. strategic level system
   d. knowledge level system

2. The most creative and challenging phase of the system life cycle is _____.
   a. feasibility study
   b. maintenance
   c. design
   d. None of the above

3. _____ is the real-world object, such as a person, place, etc.
   a. Attribute
   b. Entity
   c. Records
   d. All of these

4. The first step in the System Development Life Cycle (SDLC) is _____.
   a. analysis
   b. design
   c. problem / opportunity identification
   d. development and documentation

5. Prototype is a _____
   a. mini model of the processed System
   b. mini model of the existing System
   c. working model of the existing System
   d. working model of the processed System

6. A management information system is considered as:
   a. manual based system
   b. computer-based information
   c. projector based information
   d. logical analysis

7. MIS is normally found in _____ sector
   a. service
   b. education
   c. manufacturing
   d. marketing

8. _____ is known as a knowledge discovery database.
   a. Cloud storage
   b. Data mining
   c. Data warehousing
   d. Decision science system

9. What is the full form of SQL?
   a. Standard Query Language
   b. Structure Query Language
   c. Structure Queue Language
   d. Standard Queue Language.

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You are required to answer in your own words as far as applicable. The figures in the margin indicate the full marks.

Section – B: Short Answer Questions	(8 × 5 = 40 Marks)

Answer any eight questions:

1. Define and explain the term MIS. State its objectives.   [2+3]
2. Explain the database management system and its advantages.   [2+3]
3. What is a computer system? Compare a mainframe computer with a super computer.   [1+4]
4. Define ESS. List out the pros and cons of MIS.   [1+2+2]
5. Describe the agile model with its pros and cons.   [1+2+2]
6. Define database structure. Explain the hierarchical and relational database structure.   [1+4]
7. What is OLAP? Explain the operation of OLAP.   [1+4]
8. Define Ethics. Explain the Social and Ethical Issues in MIS.   [1+4]
9. What is IT Governance? Illustrate the business/IT planning process with its components.   [2+3]
10. Write a short notes (Any Two)   [2.5+2.5]
    a. Encryption
    b. Network Security
    c. Information System vs. MIS

Section – C: Long Answer Questions	(3 × 10 = 30 Marks)

Answer any three questions:

11. Explain the five resources of information systems. How does the management information system obtain their data from the organization's TPS?   [5+5]
12. What is Malicious Software? Explain its types and how to prevent our system from being attacked.   [2+5+3]
13. Why Data mining is required? Explain the KDD process with a diagram.   [4+6]
14. Evaluate in general terms, the challenges facing social networking websites (e.g., Twitter, Facebook, WhatsApp, Instagram, WeChat, Telegram, Pinterest, LinkedIn, TikTok, etc.) and identify ways companies can prepare to face these issues.   [5+5]
15. Define the system development process and write the process of changing from the old system to the new system.   [3+7]

Section – D: Case Study	(15 Marks)

16. Read the following case and answer the questions following it.

A new online teller system design for a medium-sized bank was approved by the president, signaling the beginning of implementation. The project leader devised a master plan to specify who is to perform each task and in what order. New deposit slips and withdrawers were ordered and delivered three weeks before implementation. In the interim, copies of the user manual were prepared for the lobby and drive-in-tellers. Soon after the terminals were installed, the tellers began to learn how to enter various transactions. After the training sessions were over, they had

a chance to ask questions and enquire about the new system. Once completed, the telephone company and the computer service representative hooked up the terminal online with the master system. The following Monday (a week before the actual conversion), the analyst asked the head teller whether the tellers would come in on Saturday to catch up on their work and run test data to reinforce recent training. The head teller agreed to overtime, but on Saturday, only 12 of 17 tellers showed up. During that time, the entire system was checked out and functioned as expected. The bank opened the following Monday, the online system operated normally. Customers were greeted at the door by the president. Coffee and cake were served in the lobby. At the end of the day, the analyst sent a report to the board directors informing them that the system was now in operation and all user requirements had been met. Three weeks later the analyst was called to the board meeting. The chairman criticized the analyst for exceeding the budgeted amount approved by the board. Furthermore, the authorization the analyst gave the terminal vendor to bring in two CRT screens to expedite information retrieval exceeded his authority to implement the system. The bank 's auditor also estimated that it would take 3.8 years rather than the initial estimate of 2.1 years to break even on the total cost of the installation. Not knowing what to say, the analyst left the board room with a feeling of total failure.

Questions

a. What are the major problems in the case? Who is to blame? Why?   [5]

b. Was the board chairman justified in his criticism of the analyst? Explain.   [5]

c. Discuss whether the analyst succeeded in the implementation of the system.   [5]

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