

Code: 17BA1T7

**I MBA-I Semester-Regular/Supplementary Examinations  
July 2021**

**MANAGEMENT INFORMATION SYSTEM**

Duration: 3 hours

Max. Marks: 60

**SECTION-A**

**1. Answer the following:**

**5 x 2 = 10 M**

- a) What are the Physical components of MIS structure?
- b) What was the need of System Analysis?
- c) Give three applications of DSS?
- d) Define Security threat and Vulnerability?
- e) Explain characteristics of Database Management System?

**SECTION – B**

**Answer the following:**

**5 x 8 = 40 M**

2. a) Discuss about characteristics and significance of Management Information System?

OR

b) MIS, supports a Manager in his Functional Responsibilities, Explain?

3. a) What is SSAD? Explain the Mechanics of Structural Analysis?

OR

b) What are the components of a system? How system model is

improves from simple input process-output model to complete control model?

4. a) What is Decision Support System? How is it different from Management?

OR

b) Compare and contrast E-enterprise business model with traditional business organisation model?

5. a) Briefly discuss about what are the security challenges in E-enterprises?

OR

b) What do you understand by knowledge management? Explain the importance of knowledge management system in current scenario?

6. a) Differentiate in detail between the Data Warehousing and Data Mining?

OR

b) What is the role of Database Administrator?

## SECTION-C

### 7. Case Study

**1x10=10 M**

#### AMERICAN EXPRESS WITHDRAWS \$1 BILLION IDS OFFER

The following excerpts are from a news article in the Minneapolis star and tribune, August 17<sup>th</sup>, 1983, p.58

“American express co. called off its acquisition of investors diversified services, Inc. (IDS) Tuesday, saying that \$1 billion was too high a price. “(IDS have investment funds such as mutual funds and money market funds. It would therefore allow American express to expand its range of services to customers)

Although American express officials would not comment further, several observers said that problems discovered at IDS probably lay behind the decision... (The) article (in the wall street journal) said that American express feared that IDS’s data processing system was inadequate to handle the new products planned for the IDS sales staff. American express officials also were concerned about the 30 percent annual turnover among sales personnel.... Walter Scott, IDS President responds that IDS’s data processing was quite competent and has absorbed at least one new product a month for two years.” (Note: the acquisition was completed after a revised offer.)

Questions:

- 1) Why should American express be so concerned about the capabilities of IDS's data processing?
- 2) What competitive advantages to a financial services company may be provided by an information system?