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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)
EXAMINATION: DECEMBER - 2024
SEMESTER - V

Sub.: Management Information System (MIS) (BBA15-513)

Date :23/12/2024

Total Marks : 60

Time: 10.00 am to 12.30pm

- Instructions:** 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q. 1. Choose the most appropriate option. (05)

1. Which of the following is a key function of MIS in an organization?
 - a) Data Processing
 - b) Entertainment
 - c) Playing
 - d) Cooking
2. Which of the following is an internal source of information for a company?
 - a) Customer feedback
 - b) Financial records of the company
 - c) Industry reports
 - d) Market surveys
3. What is a core concept of Systems Theory?
 - a) Isolating components
 - b) Viewing the system as a whole
 - c) Focusing on individual tasks only
 - d) Ignoring interactions
4. SCM Systems help in managing:
 - a) Human resources
 - b) Product flow from suppliers to customers
 - c) Social media marketing
 - d) Office furniture
5. A Knowledge Management system helps an organization by:
 - a) Reducing the need for communication
 - b) Capturing, storing, and sharing knowledge
 - c) Increasing employee workloads
 - d) Eliminating collaboration

Q. 2. State True / False (05)

1. DSS uses data, models, and analysis tools to assist in decision-making.
 - a) True
 - b) False
2. MIS plays a significant role in promoting organizational learning by facilitating information sharing.
 - a) True
 - b) False
3. LCMS is designed only for human resource management, not for e-learning.
 - a) True
 - b) False
4. ERP systems are only used by small organizations with fewer processes.
 - a) True
 - b) False
5. A system must have only one component to function effectively.
 - a) True
 - b) False

Q. 3. Write Short notes on (Any Three) (15)

1. Information and Management
2. Attributes of Information
3. Characteristics of Systems
4. Business Intelligence
5. Learning Management Systems

Q. 4. Answer in detail (Any Two) (20)

1. Enlist and explain Various Information Systems.
2. Explain the distinction between Information, Knowledge, and Wisdom.
3. Define Decision Support System (DSS). Explain the basic structure of a DSS and provide at least two applications where DSS is effectively used in business decision-making.
4. What is knowledge management? Additionally, discuss any two tools used for managing knowledge within an organization.

Q. 5. Case study (15)

Case Study on CRM Systems

ABC Corp., a leading retail company, had been facing challenges in managing its customer relationships. The company operated in multiple regions and had a growing customer base. However, the lack of an organized system to handle customer inquiries, track orders, and address complaints started affecting customer satisfaction. The company's sales team also found it difficult to maintain communication with clients, often losing track of follow-ups and potential leads.

To address these issues, ABC Corp. decided to implement a Customer Relationship Management (CRM) system. The CRM system helped centralize customer data, allowing the sales and support teams to access information more efficiently. The system also enabled automated email responses for customer inquiries and allowed managers to track sales performance and customer interactions in real-time. Within six months, the company saw a noticeable improvement in customer satisfaction, a 20% increase in sales, and a more organized approach to customer management.

Questions :

1. What were the primary challenges faced by ABC Corp. before implementing the CRM system?
2. How did the CRM system help improve customer satisfaction at ABC Corp.?
3. What measurable outcomes did ABC Corp. experience after implementing the CRM system?