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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)
EXAMINATION: MAY- 2025
SEMESTER - V

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

Date : 29/05/20258

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)

- _____ introduced by research and analysis firm GARTNER in 1990.
a) CRM
b) ERP
c) SCM
d) PLM
- _____ is the task of generalizing known structure to apply to new data.
a) Clustering
b) Classification
c) Regression
d) Association rule learning
- _____ is the process of managing the entire lifecycle of a product from its conception, through design and manufacture, to service and disposal.
a) SCM
b) CRM
c) PLM
d) ERP
- _____ attempts to find a function which models the data with the least error.
a) Regression
b) Association rule learning
c) Classification
d) Clustering
- _____ is the management of a network of interconnected businesses involved in the ultimate provision of product and service packages required by end customers.
a) ERP
b) CRM
c) SCM
d) PLM

Q. 2. State True / False (05)

- Information is a tangible or intangible entity that serves to reduce uncertainty about some state or event.
 - a) True
 - b) False
- MIS is defined as a Computer-based Information system.
 - a) True
 - b) False
- A Learning Content Management System (LCMS) is software for authoring, editing and indexing e-learning content.
 - a) True
 - b) False
- E-learning could not involve a greater variety of equipment than online training or education,
 - a) True
 - b) False
- Decision Support Systems are an application of Herbert Simon Model.
 - a) True
 - b) False

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

1. Attributes of information
2. Herbert-Simon's model of Decision making
3. Data warehouse.
4. Wisdom
5. Data mining

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

1. Describe the conceptual view of the MIS.
2. Explain fourteen principles of management according to Henri Fayol.
3. What are the types of information?
4. Explain the benefits of ERP.

Q. 5. Case study**(15)**

There are various tools that help managers make the best decisions possible with the information available. These tools help you map out the likely consequences of decisions, work out the importance of individual factors and choose the best course of action to take. The various tools are : Pareto Analysis - Pareto analysis is a formal technique for finding the changes that will give the biggest benefits. It is useful where many possible courses of action are competing for your attention. It uses the Pareto principle – the idea that by doing 20% of work you can generate 80% of the advantage of doing the entire job. Paired Comparison Analysis – It makes it easy to choose the most important problem to solve, or select the solution that will give you the greatest advantage. Paired Comparison Analysis helps you to set priorities where there are conflicting demands on your resources. Grid Analysis – It is also known as Decision Matrix Analysis. It is particularly powerful where you have a number of good alternatives to choose from, and many different factors to take into account. This makes it a great technique to use in almost any important decision where there isn't a clear and obvious preferred option. Force Field Analysis - Force Field Analysis is a useful technique for looking at all the forces for and against a decision. In effect, it is a specialized method of weighing pros and cons. Six Thinking Hats - "Six Thinking Hats" is a powerful technique that helps you look at important decisions from a number of different perspectives. It helps you make better decisions by pushing you to move outside your habitual ways of thinking. As such, it helps you understand the full complexity of a decision, and spot issues and opportunities which you might otherwise not notice. Starbursting - Starbursting is a form of brainstorming that focuses on generating questions rather than answers. It can be used iteratively, with further layers of questioning about the answers to the initial set of questions. For example, a colleague suggests a new design of ice skating boot. One question you ask might be "Who is the customer?" Answer: "Skaters". But you need to go further than this to ensure that you target your promotions accurately: "What kind of skaters?" Answer: "Those who do a lot of jumping, who need extra support", and so on. Stepladder technique - The Stepladder Technique is a simple tool that manages how members enter the decision-making group. it encourages all members to contribute on an individual level BEFORE being influenced by anyone else. This results in a wider variety of ideas, it prevents people from "hiding" within the group, and it helps people avoid being "stepped on" or overpowered by stronger, louder group members. Cost/Benefit Analysis - Cost Benefit Analysis or CBA is a relatively simple and widely used technique for deciding whether to make a change. As its name suggests, you simply add up the value of the benefits of a course of action, and subtract the costs associated with it. Decision Trees - Decision Trees are useful tools for helping you to choose between several courses of action. They provide a highly effective structure within which you can explore options and investigate the possible outcomes of choosing those options. PMI stands for 'Plus/Minus/Interesting'. In the column underneath 'Plus', write down all the positive results of taking the action. Underneath 'Minus' write down all the negative effects. In the 'Interesting' column, write down the implications and possible outcomes of taking the action, whether positive, negative or uncertain.

Questions :

- 1) What is paired comparison Analysis?
- 2) Explain PMI in detail.
- 3) Describe stepladder technique.