

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

EXAMINATION: MAY - 2025

SEMESTER - V

Sub.: Management Information System (MIS) (BBA22-513)

Date : 29/05/2025

Total Marks : 60

Time: 10.00 am To 12.30 pm

Instructions: 1) All questions are compulsory.

2) Figures to the right indicate full marks.

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

- _____ management is concerned with satisfying the needs of the customer.
 - Marketing
 - Production
 - Service
 - R and D
- _____ database would be very helpful to medical researchers, students, consultants and specialists who need to access various case histories.
 - Resource planning and control
 - Medical case history
 - Patient
 - Medical Server
- _____ has become an important part of business, for it offers a way to stay ahead of the competition through innovation.
 - R and D
 - Service
 - Production
 - Marketing
- _____ database is important to be able the hospital to service queries about past patients, healthcare provided, etc. to patients, their relatives and to doctors
 - Medical Server
 - Patient
 - Medical Case History
 - Resource planning and control
- The functional goals of _____ management are full utilization of manufacturing capacity and resources, reduction in rejection rates, maximizing uptime of the plant and machinery and adherence to production schedules.
 - Service
 - R and D
 - Marketing
 - Production

Q. 2. State True / False (05)

- Database subsystems manage the capture, input and storage of data such that it is always up to date and can be accessed by the Dialogue subsystem
 - True
 - False
- After implementation, MIS need not be reviewed periodically to ensure that it achieves the system's objectives..
 - True
 - False
- A file is a collection of records.
 - True
 - False
- The data is distinct from the software that uses it.
 - True
 - False
- DSS is used to speed up and enhance the decision making process.
 - True
 - False

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

1. Prototyping.
2. Targets of organization.
3. Autocratic style.
4. Objectives of organization.
5. Systems design.

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

1. What are the phases in decision making process?
2. Explain communication model of information.
3. Write a note on negative feedback and entropy.
4. Explain organization structures.

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

Over a period of time, individuals in an organization gather experiences which enable them to anticipate and react to changes in the environment. This is organizational learning. This is called organizational learning and enables individuals to predict errors in the business operations and to take steps to correct these errors. Thus over a period of time the operations become smooth and streamlined, leading to greater efficiency and effectiveness. This learning and behavior modification affects the structure of the organization, leading to a greater degree of formalization. Motivation refers to the process of getting people to perform to their maximum extent in order to achieve organizational goals. Monetary rewards, citations, awards, job security, etc., are some methods of motivating people. Leadership style also affects the motivation of people within the organization. If leadership is autocratic and non-sharing, it creates resentment among the people and this demotivates them. Supportive leadership, on the other hand, calls for participation, consultation and respect for the opinions of people. Such a leadership style creates an atmosphere of openness and trust, thus motivating people to achieve more. Job environment is another factor that affects organizational motivation. If a person is allowed to 'own' a particular process, he tends to take greater pride in his work and thus performs better. Giving a person autonomy in a process he 'owns' and giving proper feedback motivates the person to perform his job at peak levels a greater part of the time. In the light of the above factors of organizational behavior, attitude can be said to be the organizational culture and the motivation in the organization. The level of motivation in the organization affects the attitude of the people within the organization. A motivated workforce will have an attitude of resentment and confrontation. Every action taken by management will be seen to be a means to exploit the workforce and the people within the organization will not be willing to give their best in terms of performance. Management experts opine that an organization depends on its workforce, which in turn are a combination of three factors; knowledge, skills and attitude. Knowledge is gained through education - formal, informal and non-formal. Skills can be learnt through vocational training and on-the-job training. However, attitude is a complex human trait. It can be affected by organization culture as well as management style. Management would do well to pay attention to the attitude of its workforce, since it is this element that most affects motivation and ultimately, productivity.

Questions:

1. What is attitude?
 2. Explain organizational motivation
 3. What is organizational learning?
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