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Printed Pages : 2

MBA033

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7119

Roll No.

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## M.B.A

(SEM III) ODD SEMESTER THEORY EXAMINATION 2009-10  
MANAGEMENT INFORMATION SYSTEM

Time : 3 Hours]

[Total Marks : 100

- Note :** (1) All questions carry equal marks.  
(2) Attempt all the questions.

- 1 Discuss in brief any four of the following : 20
- Knowledge engineering
  - Intelligent agents
  - Feasibility analysis
  - Marketing Information System
  - Neural network
  - Data modeling tools
  - Types of cyber crimes
  - Technology ethics.
- 2 "An information system model uses a group of 20  
interrelated components working towards a common  
goal of transforming data into information." In the  
light of the statement compare the systems' approach  
with components of information systems.

OR

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1

[Contd...

2 "IT has become persuasive in every paradigm of life and no functional area of management can be imagined without the support of technology drivers and information systems." In the light of the statement define cross functional information systems. 20

3 What do you understand by competitive advantage ? How can generic competitive strategies be utilized to gain strategic advantage through information technology ? 20

**OR**

3 How could a business firm use internet technology to form a virtual company and becoming an agile competitor ? 20

4 Suggest with the help of Michael Porter value chain approach that how variety of strategic information system can be applied to support a firm's basic business processes ? 20

**OR**

4 Define SDLC (Systems Development Life Cycle). Suggest in brief the various steps of SDLC. 20

5 (a) Discuss in brief the following : 10  
 (1) Prototyping  
 (2) Training and Conversion methods  
 (3) System maintenance.

(b) What is the relevance of system testing ? 10  
 What are the various types of system testing methods used in the implementation phase of SDLC ?

**OR**

5 (a) What are the various security, ethical and societal challenges of IT ? 10

(b) Discuss in brief : 10  
 (i) Cyber theft (ii) Hacking.

