

Total number of printed pages-3

25(2) MSID 207

2014

MIS & DATA MINING

Paper : 207

Full Marks : 70

Time : Three hours

*The figures in the margin indicate full marks
for the questions.*

Answer any five questions.

1. Why are information systems so essential for running and managing a business today ?

Describe how information systems have changed the way businesses operate and their products and services.

14

2. What exactly is an information system ? How does it work ? What are its management, organization and technology components ?

Explain how the Internet and the world wide web (WWW) are related to the other technology components of information systems.

14

Contd.

3. How are Management Information Systems transforming business organization ? How will you establish MIS in it ? Describe the characteristics of an MIS. 14

4. Explain why an MIS manager needs to understand the concepts of management and organizations.

What is marketing MIS ?

Discuss the subsystems that make up a marketing MIS.

Explain how you will apply MIS in Sales and Marketing management. 14

5. What is the relationship between information system and decision-making ? How will you differentiate between the resources of an enterprise and an enterprise information system.

Discuss the importance of decision support systems (DSS) in decision-making for an enterprise.

Who are the users of DSS ? 14

6. Suppose your task as a software engineer at Gauhati University is to design a data mining system to examine the university course database, which contains the following information :

The name, address and status (e.g. undergraduate or graduate) of each student, the courses taken and the cumulative grade point average (GPA). Describe the architecture you would choose. What is the purpose of each component of this architecture ? 14

7. Write short notes on : (*any two*) 7×2=14

(a) Executive Information System

(b) Data Mining Process

(c) Association Analysis

(d) Classification and Prediction.