

MBA 2nd sem.

25 (2) MISD 207 (N)

2 0 1 1

MIS AND DATA MINING

Paper : 207

(New Syllabus)

Full Marks : 70

Time : 3 hours

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

GROUP—A

Answer any four questions : 12×4=48

1. What is an information system? How will you differentiate it from information technology? What role does information system play in business organization? How will you implement it? Discuss.
2. What is management information system? What are the important characteristics of MIS? How will you design a successful MIS for your business organization? Discuss.

a11—400/1045A

(Turn Over)

(2)

3. What is the purpose of an MIS from a business perspective? Describe how the management information systems function supports a business. What roles are played by programmers, systems analysts, MIS managers and the Chief Information Officer (CIO)?
4. What is MIS for human resource? How will you apply it in the development of human resource department in any business organization? Discuss the different subsystems involved in human resources for the MIS application.
5. What is Decision Support System (DSS)? Discuss its characteristics and components. Explain the major functions of DSS and its application.
6. How will you justify Data Mining as a step in the process of knowledge discovery? Discuss the major components of a Data Mining System. Identify the Data Mining Application areas and discuss.

(3)

GROUP—B

7. Choose any *two* from the following topics and discuss why and how they are important from an MIS and Data Mining perspective :
11×2=22
 - (a) Financial planning subsystem and financial control subsystem
 - (b) Customer relationship management and product management
 - (c) Prediction and classification
 - (d) Association rules
