25 (2) MISD 207 (N)

2012

MANAGEMENT INFORMATION SYSTEMS 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* **three** questions

1. Differentiate between data and information. What is information system? What types of information system do organization use? Discuss. 14

2. Distinguish between information system and information technology. What are some of the toughest management challenges in developing information technology (IT) solutions to solve business problems and meet new business opportunities? 14

3. What is management information system (MIS)? What is the need for it? Mention the important features of MIS. Show how an MIS can facilitate the general functions of management (plan, organize, control). 14

4. Differentiate between MIS and DSS. What is the difference between the ability of a manager to retrieve information instantly on demand using an MIS and the capabilities provided by a DSS? Discuss. 14

5. Write short notes on any *two* of the following : 7×2=14

 (a) MIS for sales and marketing

 (b) Executive information systems

 (c) Enterprise information systems

GROUP—B

Answer *any* **two** questions

6. What is data mining? In your answer, address the following : 14

 (a) Is it another hype?

 (b) Is it a simple transformation of technology developed from databases, statistics and machine learning?

 (c) How the evolution of database technology led to data mining?

 (d) Describe steps involved in data mining when viewed as a process of knowledge discovery.

7. Present an example where data mining is crucial to the success of a business. What data mining functions does this business need? Can they be performed alternatively by data query processing or simple statistical analysis? 14

8. Define each of the following data mining functionalities :

 Characterization, discrimination, association and correlation analysis, classification, prediction, clustering and evolution analysis

 Give examples of each data mining functionality, using a real-life database with which you are familiar. 14

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