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The Assam Royal Global University, Guwahati

Royal School of Business

BBA + MBA Integrated 6th Semester

Special Supplementary Examination, August 2024

Course Title: Management Information System (old)

Course Code: BSA034C205

Time: 3 Hours

Maximum Marks: 70

Note: Attempt all questions as per instructions given.

The figures in the right-hand margin indicate marks.

Section – A

1. Attempt all questions. (Maximum word limit 50) 2 x 8
- Explain how a Decision Support System (DSS) aids in decision-making.
 - List two objectives of Management Information System (MIS).
 - Explain the importance of SDLC model.
 - What is the ethical responsibility of businesses concerning information systems?
 - Identify two common IT challenges in implementing Supply Chain Management (SCM) systems.
 - Explain how ERP software helps streamline IT workflows within an organization?
 - Explain how a well-designed database improves MIS efficiency.
 - Define Database Management System (DBMS).

Section – B

2. Attempt any one of the following: 12 x 1
- Discuss all the components of information systems. Explain how these components work together to transform raw data into useful information. 6+6
 - Discuss the role of MIS in modern business operations, with a focus on recent trends such as Business Process Reengineering (BPR) and E-Business models.
3. Attempt any two of the following: 7 x 2
- Discuss the concept of ethical responsibility in the context of information systems. How should organizations address ethical issues related to data privacy, security, and user rights? 3.5+3.5
 - Discuss the stages of the System Development Life Cycle (SDLC) model in detail.
 - Discuss the common factors that contribute to the success and failure of MIS implementation.
4. Attempt any two of the following: 7 x 2
- Explain how Customer Relationship Management (CRM) systems leverage IT to provide data-driven insights and improve customer service.