

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MCA - SEMESTER– IV EXAMINATION – SUMMER 2016

Subject Code: 2640004

Date: 02-06-2016

Subject Name: Management Information Systems

Time: 10.30a.m. To 01.00p.m.

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) Explain various decision analysis techniques by analytical modeling. **07**
(b) Write a detail note on Viruses, Worms, Trojan horses and Spyware. **07**
- Q.2** (a) Fantastic Foods Pvt. Ltd. is doing manufacturing of different food items. The products range consists of more than 15 items of foods. The company's food items are famous throughout the state and the company is known for its quality and attractive packaging. The company is doing turnover of Rs. 10,00,000 monthly. **07**
▪ Define the objective of company with the perception of Managing Director.
▪ Define strategic planning of 5 years and 10 years.
▪ State the marketing ideas to increase the popularity of food items.
▪ How MIS can help Fantastic Foods Pvt. Ltd. to achieve the goal and objectives.
(b) What is data? What is information? Explain types of information in detail. **07**
- OR
- (b) Explain Herbert Simon model of decision making. Explain all types of decisions. **07**
- Q.3** (a) Differentiate Product Vs Service. Explain MIS applications in service industry with the example of Hospital. **07**
(b) What is Rational decision making? Explain types & problems of rational decision making. **07**
- OR
- Q.3** (a) Explain applications of MIS in Raw material management. **07**
(b) Define Information as a quality product. Explain methods of data and information collection. **07**
- Q.4** (a) What is KMS? Explain Driving forces behind KM. **07**
(b) Explain prototype and life cycle development approach for MIS development. **07**
- OR
- Q.4** (a) Write a note on Implementation of MIS. Also explain Lewin's model of implementation process. **07**
(b) What is system? Explain System concepts with model and Systems Control. **07**
- Q.5** (a) Explain technologies and tools for protecting information resources. **07**
(b) Explain Group Decision Support System in detail. **07**
- OR
- Q.5** (a) What is DSS? Explain various types of DSS. **07**
(b) Write a note on Business value of security and control. **07**
