

BACHELOR OF BUSINESS ADMINISTRATION
Third Semester
Management Information System
(BBA - 15)

Duration: 3Hrs.

Full Marks: 70

Part-A (Objective) =20

Part-B (Descriptive)=50

(PART-B: Descriptive)

Duration: 2 hrs. 40 mins.

Marks: 50

1. Answer the following questions (any five):

2×5=10

- a) Define MIS.
- b) Define e-commerce
- c) Define e-cash.
- d) What do you mean by TPS?
- e) What do you mean by e-payment?
- f) What do you mean by authentication?
- g) What is Business process re-engineering?

2. Answer the following questions (any five):

3×5=15

- a) Explain the different characteristics of MIS.
- b) State the objectives of MIS.
- c) Explain the role of MIS in finance field?
- d) Explain the use of MIS in marketing information system?
- e) What are the two key steps that organizations do when they undertake business process re-engineering?
- f) Explain some uses of credit cards?
- g) Explain the various functions of MIS.

3. Answer the following questions (any five):

5×5=25

- a) Explain the scope of MIS.
- b) State some of the advantages of firewall.
- c) State some of the advantages of e-commerce.
- d) What do you mean by SET?
- e) Explain some features of protocols.
- f) Explain some functions of intranet.
- g) Explain some managerial issues related to e-commerce?

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(The figures in the margin indicate full marks for the questions)

Duration: 20 minutes

Marks – 20

PART A- Objective Type

1. Choose the correct option:

1×20=20

i) MIS is required to solve:

- a) business problems b) business losses c) both d) none.

ii) MIS stores transaction data for:

- a) present b) future c) both d) none

iii) The cost of application of MIS is:

- a) high b) low c) very high d) none

iv) The main objective of MIS is to meet company's:

- a) goal b) profits c) both d) none.

v) MIS provides information in the form of:

- a) reports b) database c) both d) none

vi) DSS stands for:

- a) Decisions Support System b) Data Support System
c) Delivery Support System d) none

vii) Computer base information system uses computer:

- a) hardware b) software c) both d) none

viii) Electronic fund transfer is very:

- a) fast b) slow c) faster d) none

ix) FIS helps manager to track company's:

- a) finances b) marketing record c) both d) none

x) MKIS system gather information of:

- a) marketing b) finance c) human resource system d) none

- xi) Personal Information System deals with flow of information about:
a) people b)place c)price d) none
- xii) E-cash must have a:
a)monetary value b)financial value c)both d)none
- xiii) Asymmetric encryption is also known as:
a)public key encryption b)private key encryption c)both d)none
- xiv) SET protocol was designed in the year:
a)1991 b)1997 c)1996 d)1998
- xv) Business Process Re-engineering involves the radical redesign of core business processes to achieve dramatic improvements in:
a) productivity b) cycle time c) quality d) all of them
- xvi) Cost of setting up a e-commerce website is:
a) Very high b) very low c) both d) none
- xvii) CMS stands for:
a)Cash Managemet System b)Cheque Management System
c) Credit Management System d) None
- xviii) A firewall system can be:
a)router b)server c) both of them d) none
- xix) E-marketing enhances relationship between company and:
a)customer b)consumer c)client d)none
- xx) Which one among the following is the function of MIS in an organisation:
a)planning b)organizing c)data capturing d)controlling
