

Seat No. : _____

ND-145

December-2015

4th Year MBA Integrated

Management Information System

Time : 3 Hours]

[Max. Marks : 100

1. (a) How do Information systems serve the various levels of management in a business ? Explain in detail. **10**
- (b) What are the various managerial challenges of Information Technology ? Explain with suitable examples. **10**
2. (a) What are the principal tools and technologies for accessing information from the database to improve business performance and decision-making ? **10**
- (b) What are IT infrastructure component ? Explain current trends in computer hardware platform. **10**
3. (a) State the unique features of E-Commerce, Digital market and Digital goods ? **10**
- (b) Elaborate the structure and components of decision support system with the factors responsible for success as well as failure of DSS. **10**

OR

- (b) Define the following aspects of Expert systems with its characteristics and components.
4. (a) Explain the various stages of system design in detail. How proper design helps during implementation stage ? **10**
- (b) What do you understand by prototyping ? Explain various aspects to be considered before implementing a system. **10**

OR

- (b) Explain in detail Herbert Simon model for decision making.
5. (a) What is Information Security Management ? Elaborate the factors that should be included in ISM policy. **10**
- (b) Critically examine the ethically, social and political issues raised by information system. State the challenges posed by global information system and provide management solution for the same. **10**

OR

- (b) What are the challenges and alternative strategies for developing global business systems ?

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