



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

SECOND SEMESTER – APRIL 2013

BU 2503 - MANAGEMENT INFORMATION SYSTEM

Date: 03/05/2013
Time: 9:00 - 12:00

Dept. No.

Max. : 100 Marks

PART – A

ANSWER ALL THE QUESTIONS:

(10x2 =20)

1. Explain the scope of MIS?
2. Define Competitive Advantage?
3. What is TPS?
4. Define System?
5. What is called as Virtual Company?
6. Explain the term prototyping?
7. List any three ERP Packages?
8. Name any three limitations of CRM?
9. List any three ways by which we can increase Ethical responsibility?
10. What is Hacking?

PART - B

ANSWER ANY FIVE QUESTIONS:

(5x8=40)

11. Briefly explain the ways by which competitive advantage can be met?
12. Explain the function of MIS in detail and state any four advantages and disadvantages?
13. Explain the concept of Value chain and how will you achieve that by strategic information system?
14. Briefly list different roles played by system analyst in software development?
15. List down the benefits obtained by using ERP?
16. Explain the DFD and ER with an example?
17. How will you ensure total quality in information system?
18. What is called as cybercrime and suggest steps to overcome it?

PART – C

ANSWER ANY TWO QUESTIONS:

(2X20=40)

19. Briefly explain about System Design and steps involved in Implementation?

20. Give detailed explanation on various threats to information security?

21. Explain the Process involved in BPR?

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