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Question Paper Code : 65129

5 Year M.Sc. DEGREE EXAMINATION, MAY/JUNE 2013.

Fourth Semester

Software Engineering

ESE 045 — MANAGEMENT INFORMATION SYSTEM

(Regulation 2010)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. How does a strategic information system benefit an organization?
2. What is sales-force automation?
3. What is the role of Chief Information Officer and Chief Technology Officer in an organization?
4. What are the challenges faced by line managers in deploying Information Systems in their activities?
5. What are structured and unstructured problems?
6. What is sensitivity analysis in decision making?
7. What are the situations calling for Systems Integration?
8. Write the guidelines for end-user development of applications.
9. How do theft of information and identity theft pose a risk to Information Systems?
10. What are Access Controls and how do they provide security to Information Systems?

PART B — (5 × 16 = 80 marks)

11. (a) (i) Classify the types of information systems based on the level of systems complexity and the type of function it serves. (8)
- (ii) Explain the benefits of human-computer synergy. (8)

Or

- (b) (i) Describe the application of information systems in managing human resources of an organization. (8)
- (ii) How does an organization achieve competitive advantage by managing its knowledge resources? Explain. (8)

12. (a) Describe the organizational structure and explain how Information Systems are mapped to the Organizational Structure. (16)

Or

- (b) Explain the characteristics of information and types information systems used at three different managerial levels in an organization. (16)

13. (a) (i) Describe the phases of the decision making process. (8)
- (ii) Explain the major components of Decision Support System and the interaction with them. (8)

Or

- (b) (i) Explain the working of an Expert System. (8)
- (ii) Illustrate with examples how Expert Systems are applied and used in varied industries. (8)

14. (a) (i) Why planning of Information Systems is important and brief the steps involved in successful Information Systems planning process? (8)
- (ii) Explain the systems analysis phase of SDLC and the feasibility studies conducted during this phase. (8)

Or

- (b) (i) When does an organization choose to outsource its IT services to other third party developers? Describe. (8)
- (ii) Explain the conditions under which organizations should avoid outsourcing. (8)

15. (a) With so much web-based commerce and other communications happening on the Internet, what authentication and encryption mechanisms can be used by business and individuals to secure the information sent and received over the telecommunication network. (16)

Or

- (b) How do MIS aid in organizational decision making in a manufacturing firm. Illustrate with an example. (16)
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