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**Question Paper Code : 95305**

5 Year M.Sc. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2015.

Fourth Semester

Software Engineering

ESE 045 – MANAGEMENT INFORMATION SYSTEM

(Regulations 2010)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define information system.
2. What is data mining?
3. What is organisational pyramid?
4. Write down the characteristics of effective information.
5. What is sensitivity analysis?
6. Define AI.
7. What is proto typing?
8. Define outsourcing.
9. What are the security risks to Information systems?
10. Define decision making.

PART B — (5 × 16 = 80 marks)

11. (a) Discuss in detail about :
  - (i) ERP.
  - (ii) Data warehousing.

Or

- (b) Discuss about :
  - (i) Groupware and collaborative work.
  - (ii) Data and knowledge management.

12. (a) Illustrate and explain the organizational pyramid.

Or

(b) Discuss about information systems architecture and management.

13. (a) Explain about :

(i) The decision.

(ii) Making process.

Or

(b) Discuss in detail about Artificial Intelligence (AI) and Expert Systems in action.

14. (a) Discuss in detail about the Systems development life cycle.

Or

(b) Explain about computer aided software engineering.

15. (a) Explain about the organisational decision making in manufacturing sector.

Or

(b) Discuss about :

(i) Personal management.

(ii) Financial management.

(iii) Marketing management.