



UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program / Sixth Semester – 2020

Paper: Management Information System

Course Code: BBA-308 Part – I (Compulsory)

Time: 15 Min. Marks: 10

Roll No. in Fig.

Roll No. in Words.

Signature of Supdt.:

ATTEMPT THIS PAPER ON THIS QUESTION SHEET ONLY.

Division of marks is given in front of each question.

This Paper will be collected back after expiry of time limit mentioned above.

Q.1. Encircle the correct choice.

(10x1=10)

1. Strong IS development teams is an example of

- a) Organizational assets
- b) Managerial assets
- c) Social assets
- d) Community assets

2. Which one is not among strategic business objectives of information system?

- a) Operational excellence
- b) Customer supplier intimacy
- c) Improved decision making
- d) Literacy management

3. _____ converts raw input into meaningful form?

- a) Processing
- b) Writing
- c) Modifying
- d) pasting

4. An efficient customer response system directly link customer behavior to distribution and production and?

- a) Customers
- b) Competitors
- c) Supply chain
- d) Community

5. Which one is not source of poor system performance?

- a) Software bugs
- b) Hardware failures
- c) Poor input data Quality.
- d) Improved Network

6. Nano tubes are tiny tubes about 10,000 times thinner than

- a) Human nail
- b) Human eye
- c) Coaxial cable
- d) Twisted cable

7. Which one is example of operating system?

- a) Linux
- b) MS Word
- c) MS Excel
- d) MS access

8. Storage area networks connect multiple storage devices _____ speed network dedicated to storage.

- a) Low
- b) High
- c) Medium
- d) Few

9. _____ uses technologies that read and interpret individual human traits like fingerprints?

- a) POS machine
- b) Biometric authentication
- c) Auto lock
- d) Screen

10. Antivirus software designs to check computer systems and drives for the presence of

- a) Computer skills
- b) Mistakes
- c) Optimizations
- d) Computer virus



ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

Q.No.2. Define the following Terms:

(10x2=20)

1. What are contemporary approaches to information system?
2. Define management information system?
3. How knowledge management system helps companies to operate as a single worldwide entity?
4. How data about customers collected from POS helps companies analyze more about customer preferences and sales trend?
5. What is the difference between TPS and ESS?
6. Is internet a source of declining communication cost these days?
7. What is main reason behind integration legacy systems with new IT infrastructure in organizations?
8. Define WLAN?
9. Define Wi-Max?
10. Define data redundancy and inconsistency?

Q.No.3. Name and define various categories of electronic commerce?

(10 Marks)

Q.No.4. what are the challenges posed by enterprise applications. How can these challenges can be addressed?

(10 Marks)

Q.No.5. What are some of security issues faced while managing MIS?

(10 Marks)