



# UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program / Sixth Semester – 2019

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.**

**(1x10=10)**

1. Converting raw data into a more meaningful form is called
  - A) capturing.
  - B) processing.
  - C) organizing.
  - D) feedback.
2. In a business hierarchy, the level that is responsible for monitoring the daily activities of the business is
  - A) middle management.
  - B) service workers.
  - C) production management.
  - D) operational management.
3. Which of the following would NOT be used as an input for an information system?
  - A) digital dashboard
  - B) handheld computer
  - C) bar-code scanner
  - D) cell phone
4. The three principal levels within a business organization hierarchy are
  - A) senior management, operational management, and service workers.
  - B) senior management, middle management, and operational management.
  - C) senior management, operational management, and information systems.
  - D) senior management, middle management, and service workers.
5. Engineers, scientists, or architects, who design new products or services for a firm, belong to which level of a business hierarchy?
  - A) middle management
  - B) production workers
  - C) knowledge workers
  - D) data workers
6. Which main business function is responsible for maintaining employee records?
  - A) sales and marketing
  - B) human resources
  - C) finance and accounting
  - D) manufacturing and production
7. A Order data for baseball tickets and bar code data are examples of
  - a. raw input.
  - b. raw output.
  - c. customer and product data.
  - d. sales information.

**P.T.O.**

8. Which is a benefit of generating a Gantt chart for your stakeholders, sponsors and team members?
- a. Shows clarity of multiple tasks and time lines
  - b. Identifies all the stakeholders and their requirements
  - c. Lists risks and intended courses of action if these events occur
9. .... is a full form of SQL.
- a. Standard query language
  - b. Sequential query language
  - c. Structured query language
  - d. Server-side query language
10. An advantage of the database management approach is
- a. data is dependent on programs
  - b. data redundancy increases
  - c. data is integrated and can be accessed by multiple programs
  - d. none of the above



# UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program / Sixth Semester – 2019

Roll No. ....

Paper: Management Information System

Course Code: BBA-308 Part – II

Time: 2 Hrs. 45 Min. Marks: 50

**ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED**

**Q2. Give brief answers to the following questions (Short Questions). Marks: (10\*2=20)**

1. Differentiate between ERP and MIS?
2. What are the benefits of ESS?
3. Define KMS with example.
4. What is the important of MIS Report?
5. What does the statement mean: "Hardware is useless without software?"
6. Difference between Database and Database Management System.
7. Define the terms firewall and proxy server.
8. Describe the importance of Disaster Recovery Site?
9. What do you understand by Intrusion Detection Systems?
10. Differentiate between MIS & DSS

**Q3. Give detail answers to the following questions (Long Questions) Marks: 30**

1. Differentiate between Business functions and Business process with example of online book purchase store.
2. What is an information system? How does it work? What are its management, organization, and technology components and why are complementary assets essential for ensuring that information systems provide genuine value for organizations?
3. What are the most important tools and technologies for safeguarding information resources? Name and describe three authentications.