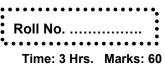
UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program / Sixth Semester – Spring 2023



Paper: Management Information System Course Code: BBA-308 Time: 3 H

THE ANSWERS MUST BE ATTEMPTED ON THE ANSWER SHEET PROVIDED

- Q.1. Answer the following short questions: (6x5=30)
- 1. Explain the components of ERP and CRM
- 2. Explain Information systems security and control
- 3. Enumerate on information systems and social issues.
- 4. List the activities involved in strategic marketing information system.
- 5. What do you mean by WLAN, WiMAX, WLLs, and WAP?
- 6. What are Decision support techniques?
- Q.2. Answer the following questions. (3x10=30)
- 1. Define Re-organisation and explain the importance of reorganization in global management information system.
- 2. Security is not simply a technology issue, it is a business issue. Discuss.
- 3. Discuss the Operational production information system in detail.