

Total No. of Questions : 8]

SEAT No. :

PB3639

[6261]-47

[Total No. of Pages :2

**S.E. (Artificial Intelligence and Data Science)
MANAGEMENT INFORMATION SYSTEMS
(2019 Pattern) (Semester- IV) (217530)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Attempt Q.1 or Q.2, Q.3 or Q.4, Q.5 or Q.6, Q.7 or Q.8.*
- 2) *Figures to the right indicate full marks.*
- 3) *Neat diagrams should be drawn wherever necessary.*
- 4) *Assume suitable data if necessary.*

Q1) a) Explain how MIS is helpful to Management in their operations. **[8]**

b) Explain how to Secure information systems with system vulnerability. Explain the value of security and control in Business. **[9]**

OR

Q2) a) What is Business Intelligence? Explain its foundations database and Information management. **[9]**

b) Discuss management Issues. Explain Hardware and software platform trends. **[8]**

Q3) a) Define Enterprise Application and explain with examples. **[9]**

b) Explain importance of project Management and how to manage project risk. **[8]**

OR

Q4) a) Write a note on managing global systems. Explain technology issues and opportunities for global value chain. **[8]**

b) How to enhance decision making and building information systems? **[9]**

P.T.O.

Q5) a) Elaborate Customer Relationship Management in detail with a suitable case study. [9]

b) Describe e-commerce system with its functions, applications and issues. Take a case study of Amazon/Flipkart. [9]

OR

Q6) a) Elaborate Supply chain Management in detail with suitable case study. [9]

b) Explain decision support system in businesses with its different components and role of OLTP systems under DSS. [9]

Q7) a) Write short note on [9]

i) Neural Network

ii) Virtual Reality

iii) Expert System

b) Explain in detail Predictive Analytics with a case study of an insurance company. [9]

OR

Q8) a) Write short note on [9]

i) Business Intelligence

ii) Genetic Algorithms

iii) Fuzzy Logic

b) How MIS helps in decision making process? Elaborate all the phases in the process of decision making. [9]

