Total No. of Questions : 8]

SEAT No. :

PD4088

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S.E. (Artificial Intelligence & Data Science)
MANAGEMENT INFORMATION SYSTEM
(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) ***Neat diagrams must be drawn wherever necessary.***
3) ***Figures to the right indicate full marks.***
4) ***Assume suitable data, if necessary.***

Q1) a) What are the problems of managing data resources in a traditional file environment and how are they solved by a database management system? **[8]**

b) Why information policy, data administration, and data quality assurance essential for managing the firm's data resources? **[9]**

OR

Q2) a) What is IT infrastructure and what are its components? What are the stages and technology drivers of IT infrastructure evolution? **[8]**

b) What are the major capabilities of database management systems (DBMS) and why is a relational DBMS so powerful? **[9]**

Q3) a) What is CRM? How does study of CRM helps in different business applications. **[8]**

b) How do supply chain management systems coordinate planning, production, and logistics with suppliers? **[9]**

OR

Q4) a) Discuss importance of project management. How data science help in project management. **[8]**

b) What are the unique features of e-commerce, digital markets, and digital goods? **[9]**

P.T.O.

Q5) a) Identify attributes of Decision Support System. How data mining is useful in decision support. **[9]**

b) What is ERP? What are the essential components of EMS? How ERP can contribute in the improvements of an organization? **[9]**

OR

Q6) a) Explain Concept of Customer Relationship Management (CRM) with suitable examples? **[9]**

b) Distinguish between MIS and DSS. **[9]**

Q7) a) Explain Artificial Neural Networks with suitable examples? **[9]**

b) What is role of MIS in the effective functioning of business organization? **[9]**

OR

Q8) a) Explain concept of data ware housing. Discuss need of data ware housing in modern business. **[9]**

b) Explain about Genetic Algorithms. **[9]**