

MAY 2011

**P/ID 77515/PMBR**

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Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Explain the characteristics of a system.
2. What are the different documents generated by transaction processing system?
3. State the factors to be considered for designing an effective MIS.
4. What are the advantages of accounting information systems?
5. State the factors to be considered while lease a computer.
6. Discuss the advantages and disadvantages of database.
7. How CRM is helpful for management? Explain.
8. Explain the legal dimensions associated with computers.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. What is an information system? How are information systems used at various levels of business management?
10. What are the different classifications of system? Explain.
11. What is the main purpose of the systems development life cycle methodology? Explain the main steps of SDLC.
12. Enumerate various information which are required for marketing information system.
13. Define software. List and explain the types of software with examples.
14. Identify the major components in a DBMS and explain.
15. Write a note on successful CRM implementation in Indian companies.
16. What are the different issues involved for hardware acquisition and software selection?

PART C — (1 × 20 = 20 marks)

(Compulsory)

Case Study

17. You are a CEO of an organisation. You have to develop MIS of your organisation. What steps would you take to develop an effective MIS?
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