

SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR
 (AUTONOMOUS)

MBA I Year I Semester Regular Examinations December-2025
MANAGEMENT INFORMATION SYSTEMS

Time: 3 Hours**Max. Marks: 60**(Answer all Five Units $5 \times 12 = 60$ Marks)**UNIT-I**

1 a Discuss the scope of MIS and IT in business.
 b Illustrate the structure of MIS with a neat diagram.

OR

2 a Explain how MIS supports managers at different levels.
 b Discuss the role of MIS in competitive advantage.

UNIT-II

3 Analyze the applications of data mining in business intelligence.

OR

4 a Critically evaluate data quality issues in organizations.
 b Compare hierarchical and relational models.

UNIT-III

5 a Explain the role of ERP in integrating business processes.
 b Describe CRM and its significance in customer retention.

OR

6 a Critically analyze the importance of business intelligence in modern enterprises.
 b Evaluate the contribution of MIS to decision making.

UNIT-IV

7 a Discuss implementation process of Management Information Systems.
 b Explain the types of System Maintenance in Management Information Systems.

OR

8 a Explain the role of change management in successful MIS adoption.
 b Discuss the challenges faced during MIS implementation.

UNIT-V

9 a Describe methods of protecting information systems.
 b Discuss the role of IS security technologies.

OR

10 a Differentiate between ethical and social issues in IS.
 b Discuss preventive measures for security threats.

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