

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 x 12 = 60 Marks)

UNIT-I

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|---|---|--|-----|----|----|
| 1 | a | Discuss the scope of MIS and IT in business. | CO1 | L3 | 6M |
| | b | Illustrate the structure of MIS with a neat diagram. | CO1 | L4 | 6M |

OR

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|---|---|--|-----|----|----|
| 2 | a | Explain how MIS supports managers at different levels. | CO1 | L4 | 6M |
| | b | Discuss the role of MIS in competitive advantage. | CO1 | L5 | 6M |

UNIT-II

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|---|--|---|-----|----|-----|
| 3 | | Analyze the applications of data mining in business intelligence. | CO2 | L6 | 12M |
|---|--|---|-----|----|-----|

OR

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|---|---|---|-----|----|----|
| 4 | a | Critically evaluate data quality issues in organizations. | CO2 | L6 | 6M |
| | b | Compare hierarchical and relational models. | CO2 | L3 | 6M |

UNIT-III

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|---|---|--|-----|----|----|
| 5 | a | Explain the role of ERP in integrating business processes. | CO3 | L1 | 6M |
| | b | Describe CRM and its significance in customer retention. | CO3 | L2 | 6M |

OR

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|---|---|---|-----|----|----|
| 6 | a | Critically analyze the importance of business intelligence in modern enterprises. | CO3 | L6 | 6M |
| | b | Evaluate the contribution of MIS to decision making. | CO3 | L5 | 6M |

UNIT-IV

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|---|---|--|-----|----|----|
| 7 | a | Discuss implementation process of Management Information Systems. | CO4 | L3 | 6M |
| | b | Explain the types of System Maintenance in Management Information Systems. | CO4 | L4 | 6M |

OR

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|---|---|---|-----|----|----|
| 8 | a | Explain the role of change management in successful MIS adoption. | CO4 | L6 | 6M |
| | b | Discuss the challenges faced during MIS implementation. | CO4 | L5 | 6M |

UNIT-V

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|---|---|---|-----|----|----|
| 9 | a | Describe methods of protecting information systems. | CO5 | L2 | 6M |
| | b | Discuss the role of IS security technologies. | CO5 | L3 | 6M |

OR

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|----|---|--|-----|----|----|
| 10 | a | Differentiate between ethical and social issues in IS. | CO5 | L3 | 6M |
| | b | Discuss preventive measures for security threats. | CO5 | L4 | 6M |

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