



Name:
Enrolment No:

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Term Examination, May 2024

Course: MIS
Program: Integrated BBA MBA
Course Code: DSIT3012

Semester: VI
Time : 03 hrs.
Max. Marks: 100

Instructions:

SET 1
SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	Attempt all questions.		
I.	Which of the following best defines Management Information Systems (MIS)? A. A system that only deals with hardware and software B. A system that focuses solely on management decision-making C. A system that integrates people, processes, and technology to support business operations D. A system that only supports top-level management	2	CO1
II.	Data and information are synonymous terms in the context of MIS. A) True B) False	2	CO1
III.	What does ERP stand for in the context of Management Information Systems? A) Enterprise Resource Planning B) Efficient Resource Processing C) Effective Reporting Platform D) Electronic Records Processing	2	CO1
IV.	Which of the following is NOT a primary function of an MIS? A) Data processing and storage B) Decision support C) Strategic planning D) Employee training	2	CO1
V.	Business Intelligence (BI) is solely about gathering data but not analyzing it. A) True B) False	2	CO1

VI.	Which of the following is NOT a characteristic of a well-designed Management Information System? A) Accessibility B) Scalability C) Complexity D) Reliability	2	CO1
VII.	In a Decision Support System (DSS), decisions are made solely by the computer without human intervention. A) True B) False	2	CO1
VIII.	Which of the following is an example of a Transaction Processing System (TPS)? A) Customer Relationship Management (CRM) software B) Point of Sale (POS) system C) Enterprise Resource Planning (ERP) system D) Supply Chain Management (SCM) software	2	CO1
IX.	A Management Information System (MIS) can operate effectively without integrating with other organizational systems. A) True B) False	2	CO1
X.	Supply Chain Management Systems (SCM) are used exclusively for inventory management within an organization. A) True B) False	2	CO1

SECTION B

4Qx5M= 20 Marks

	Attempt all questions. Specify True or False and Justify your answer		
Q2	The MIS implementation process should include regular assessments and evaluations to identify areas for improvement and ensure that the system meets the company's evolving needs.	5	CO2
Q3	BI systems are only used by top-level executives and do not have any relevance to other employees within the organization.	5	CO2
Q4	Personalization and customization of customer interactions are not essential features of CRM systems as they primarily focus on storing customer data.	5	CO2
Q5	During the ERP implementation, it's sufficient to involve only the IT department since they are primarily responsible for system setup and configuration.	5	CO2

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SECTION-C 3Qx10M=30 Marks			
	Attempt all the questions		
Q6	Imagine you're the manager of a retail store. How would you utilize a Point of Sale (POS) system to improve your business operations and customer service?	10	CO3
Q7	You've been appointed as the project manager for implementing a new Management Information System (MIS) in your organization. Outline the steps you would take to ensure a successful implementation, considering factors such as system integration, user training, and data security.	10	CO3
Q8	What are the key differences between descriptive, predictive, and prescriptive analytics? Provide examples of each.	10	CO3
SECTION-D 30 Marks			
	Attempt all the question		
Q9	You're a business consultant working with a retail chain. Describe how you would use Business Intelligence (BI) and Data Visualization tools to create interactive dashboards and reports that provide actionable insights to clients, enabling them to make informed decisions and drive business performance. OR	30	CO3
Q10	Assume you're the CEO of a startup company. How would you leverage Business Intelligence (BI) and Data Analytics tools to gain insights into market trends, customer preferences, and competitor strategies to drive strategic decision-making and business growth?	30	CO3