

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(MID SEMESTER EXAMINATION SP/2024)**

**CLASS: BBA
BRANCH: BBA**

**SEMESTER : IVTH
SESSION : SP/2024**

SUBJECT: MT214 MANAGEMENT INFORMATION SYSTEM

TIME: 02 Hours

FULL MARKS: 25

INSTRUCTIONS:

1. The question paper contains 5 questions each of 5 marks and total 25 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Tables/Data handbook/Graph paper etc., if applicable, will be supplied to the candidates
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Q.1	Explain the concept, meaning and importance of Information Systems in context of modern-day businesses. Discuss how Information Systems can help in the following situations: a. Pricing Decisions b. Investment Decision	[5] 1,2	1,2
Q.2	Elaborate on the role of MIS in enhancing organizational productivity. Briefly discuss the need for and importance of having control mechanism in context of MIS.	[5] 1,2	2,3
Q.3	Explain how the Business Value Chain model supports strategic decision-making and/or increasing profitability. Give suitable examples to support your answer.	[5] 2,3	2,3
Q.4	Evaluate the role of information systems in achieving a competitive advantage in the market. Give two examples of modern-day firms that in your view have used information systems effectively to gain competitive advantage over their rivals.	[5] 2,3,4	3,4
Q.5	Discuss how MIS helps in decision making across various levels of management. Give a brief overview of the Herbert Simon Model of decision making with an example.	[5] 3,4,5	4,5

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