

GUJARAT TECHNOLOGICAL UNIVERSITY
BBA/MBA INTEGRATED – SEMESTER 3 – EXAMINATION – SUMMER 2026

Subject Code: BB03001031

Date: 06/05/2026

Subject Name: MANAGEMENT INFORMATION SYSTEM

Time: 02:30 PM TO 05:30 PM

Total Marks: 70

Instructions:

- 1. Attempt all questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**
- 4. Use of simple calculators and non programable scientific calculators are permitted**

- Q.1** Definitions / terms / explanations / short questions based on concepts of theory/practical **14**
- (a) What are the main components of a Management Information System?
 - (b) Differentiate between TPS and DSS with examples.
 - (c) Define DBMS and list its key characteristics.
 - (d) What are the main responsibilities of a Database Administrator (DBA)?
 - (e) Explain the concept of Knowledge Management System (KMS).
 - (f) What are the key differences between E-Commerce and E-Business models?
 - (g) What are the main principles of Agile project management?
- Q.2** Detail Question
- (a) What are the strategic benefits of implementing MIS in a business? Discuss with examples. **07**
 - (b) Explain the objectives and advantages of adopting the database management approach in this scenario. Support your answer with practical examples of how DBMS would improve data handling, reporting, and decision-making in the company. **07**
- OR
- (b) You are part of a development team tasked with creating a Database Management System (DBMS) for a college that wants to store and manage student, faculty, and course information digitally. **07**
- Q.3** Detail Question
- (a) Explain the role and responsibilities of a Database Administrator (DBA) in managing data resources. **07**
 - (b) Explain the new approaches to system building in the digital era. **07**
- OR
- Q.3** Detail Question
- (a) Compare and contrast file-based systems and database systems with examples. **07**
 - (b) Explain how MIS, DSS, and GDSS help in decision-making processes within enterprises. **07**
- Q.4** Detail Question
- (a) What is Business Process Reengineering (BPR)? Explain its importance in improving business efficiency. **07**

- (b)** Describe e-communication strategies and their significance in digital marketing and collaboration. **07**

OR

Q.4 Detail Question

- (a)** Define project management and discuss its key objectives and fundamentals. **07**
- (b)** What are user stories and sprint planning in Agile? Explain with suitable examples. **07**

Q.5 Detail Question

- (a)** Discuss the characteristics and importance of digital goods in online markets. **07**
- (b)** Explain the ethical, legal, and social issues that arise in the digital business environment. **07**

OR

Q.5 Detail Question

- (a)** Explain how MIS can support the store's functions such as order processing, inventory management, and customer communication. **07**
- (b)** Imagine you are the Project Manager of a new mobile-app development project. Prepare an outline of how you would apply Agile SCRUM methodology—mentioning sprints, roles, meetings, and deliverables. **07**

Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY
BBA/MBA INTEGRATED - SEMESTER - III EXAMINATION - WINTER 2025

Subject Code: BB03001031

Date: 03-12-2025

Subject Name: Management Information System

Time: 10:30 AM to 01:30 PM

Total Marks: 70

Instructions

- 1. Attempt all questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**
- 4. USE of SIMPLE calculators AND non-programmable scientific calculators are permitted.**

	Marks
Q.1 ALL 7 Questions must be Compulsory.	14
(a) Information System	
(b) DBMS	
(c) Digital Goods	
(d) TPS	
(e) Data Architecture	
(f) Project Management	
(g) E - Communication	
Q.2 (a) What do you mean by Information System? Explain its Components in detail.	07
(b) Explain different types of Information System use in levels of Managements.	07
OR	
(b) What you mean by a Decision Support System and Executive Support System? Differentiate DSS and ESS.	07
Q.3 (a) Explain DBMS components and Application with example.	07
(b) Discuss Data processing systems with its Stages and Types of Data processing systems .	07
OR	
(a) Explain Entity-Relationship Model (ER Model) with Example in detail.	07
(b) What is Database Administration? Explain Key Responsibilities of a Database Administrator.	07
Q.4 (a) Write a Detail Note on - Knowledge Management System	07
(b) Explain Business Process Re-engineering(BPR) in detail.	07
OR	
(a) Write a detail Note on - E - Commerce & E - Business.	07

(b) Discuss Expert System (ES) in detail. **07**

Q.5 (a) What is Project Management? Explain its Objectives and Fundamentals of Project Management. **07**

(b) Explain the concept of Agile Methodology & SCRUM Methodology. Also state the Difference between Agile Methodology & SCRUM Methodology. **07**

OR

(a) Describe Ethical, legal, and social issues in the digital business environment. **07**

(b) What is Project Risks? and how to Manage Risk - Describe it in your own word by giving Example. **07**
