

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.**

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

- (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

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