

Total No. of Questions : 8]

SEAT No. :

PA-1298

[Total No. of Pages : 2

[5925] 331

**S.E. (Artificial Intelligence and Data Science)
MANAGEMENT INFORMATION SYSTEMS
(2019 Pattern) (Semester - IV) (217530)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Answer Q.1 or Q.2, Q.3 or Q.4, Q.5 or Q.6, Q.7 or Q.8.
- 2) Neat diagrams must be drawn whenever necessary.
- 3) Figures to the right indicate full marks.
- 4) Assume suitable data if necessary.

Q1) a) What is IT infrastructure? Explain in brief its components. [8]

b) Explain how to Secure information systems with system vulnerability? Explain the value of security and control in Business. [9]

OR

Q2) a) What is Business Intelligence? Explain its foundations database and Information management? [9]

b) Discuss Management Issues. Explain Hardware and Software Platform trends. [8]

Q3) a) Define Enterprise Application and explain with examples? [9]

b) Explain importance of project management and how to manage project risk? [8]

OR

Q4) a) Write a note on managing global systems. Explain technology issues and opportunities for global value chain? [8]

b) How to enhance decision making and building information systems? [9]

P.T.O.

Q5) a) Elaborate Customer Relationship Management in detail with a suitable case study? [9]

b) Describe e-commerce system with its functions, applications and issues. Take a case study of Amazon/Flipkart. [9]

OR

Q6) a) Elaborate supply chain management in detail with suitable case study?[9]

b) Explain decision support system in businesses with its different components and role of OLTP systems under DSS? [9]

Q7) a) Write short note on : [9]

i) Neural Network

ii) Virtual Reality

iii) Expert System

b) Explain in detail Predictive Analytics with a case study of an insurance company? [9]

OR

Q8) a) Write short note on: [9]

i) Business Intelligence

ii) Genetic Algorithms

iii) Fuzzy Logic

b) How MIS helps in decision making process? Elaborate all the phases in the process of decision making? [9]

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