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G. VENKATASWAMY NAIDU COLLEGE (AUTONOMOUS), KOVILPATTI – 628 502.



UG DEGREE END SEMESTER EXAMINATIONS - NOVEMBER 2025.

(For those admitted in June 2023 and later)

PROGRAMME AND BRANCH: B.B.A.

SEM	CATEGORY	COMPONENT	COURSE CODE	COURSE TITLE
V	PART - III	CORE ELECTIVE - 1	U23BB5E1A	MANAGEMENT INFORMATION SYSTEM

Date & Session: 11.11.2025/FN

Time: 3 hours

Maximum: 75 Marks

Course Outcome	Bloom's K-level	Q. No.	SECTION – A (10 X 1 = 10 Marks) Answer ALL Questions.
CO1	K1	1.	Which of these is a key characteristic of MIS? a) It delays decision-making b) It ignores user needs c) It focuses only on external data d) It is system-oriented
CO1	K2	2.	What is the main role of networks in an MIS? a) Deleting files b) Connecting different parts of the system c) Increasing the software size d) Blocking employees
CO2	K1	3.	Which system helps top executives make strategic decisions? a) Executive Information System b) Transaction Processing System c) Decision Support System d) Management Information System
CO2	K2	4.	In a system, inputs are converted into outputs through. a) Storage b) Processing c) Deletion d) Transportation
CO3	K1	5.	What do you get after processing the data? a) Information b) Input c) Output d) Message
CO3	K2	6.	Which of the following is an example of a DBMS? a) MS Word b) Windows c) Oracle d) Firmware
CO4	K1	7.	What does SDLC stand for? a) Software Design Logical Cycle b) System Digital Learning Cycle c) Software Decision Learning Cycle d) System Development Life Cycle
CO4	K2	8.	Which of the following is part of Personnel Management Information? a) Vehicle manufacturing b) River cleaning c) Employee training record d) Soil testing
CO5	K1	9.	What is the main purpose of a Decision Support System (DSS)? a) Play games b) Help in making decisions c) Draw pictures d) Send emails
CO5	K2	10.	In a DSS, Big data mainly helps by providing. a) Education b) Entertainment c) Large amounts of information d) Computer data

Course Outcome	Bloom's K-level	Q. No.	<u>SECTION – B (5 X 5 = 25 Marks)</u> Answer <u>ALL</u> Questions, choosing either (a) or (b)
CO1	K3	11a.	Write down the basic elements of MIS and explain them. (OR)
CO1	K3	11b.	Construct the structure of MIS.
CO2	K3	12a.	What is a system in MIS? Write down the characteristics of the system. (OR)
CO2	K3	12b.	How to build the SIS to create a competitive advantage?
CO3	K4	13a.	Differentiate between Primary memory and Secondary memory. (OR)
CO3	K4	13b.	Explain the various functions of DBMS.
CO4	K4	14a.	Explain the objectives of system analysis and design. (OR)
CO4	K4	14b.	Discuss the importance of the Production Information System.
CO5	K5	15a.	Generalize the importance of DSS. (OR)
CO5	K5	15b.	How does Big Data help to improve the Business?

Course Outcome	Bloom's K-level	Q. No.	<u>SECTION – C (5 X 8 = 40 Marks)</u> Answer <u>ALL</u> Questions, choosing either (a) or (b)
CO1	K3	16a.	Determine the essential requirements of an effective MIS. (OR)
CO1	K3	16b.	What are ethical issues? Write some common ethical problems in MIS.
CO2	K4	17a.	Explain the categories of Information systems. (OR)
CO2	K4	17b.	Write the system classification in MIS and explain it.
CO3	K4	18a.	Describe the classification of computers. (OR)
CO3	K4	18b.	Distinguish between Hardware and Software.
CO4	K5	19a.	Interpret the main role of a system analyst. (OR)
CO4	K5	19b.	How to measure the challenges of the Marketing Information System.
CO5	K5	20a.	Integrate the benefits of BPO. (OR)
CO5	K5	20b.	Explain the benefits of business analytics to formulate a Business.