

**III B.Tech II Semester Supplementary Examinations,
November/December 2005
MANAGEMENT INFORMATION SYSTEMS
(Information Technology)**

Time: 3 hours

Max Marks: 80

**Answer any FIVE Questions
All Questions carry equal marks**

1. Define a MIS and describe several types of Management Information Systems?[16]
2. (a) What are the different approaches to the study of Management ?
(b) What are different forms of organization structure? [8+8]
3. Explain the important features of Marketing information system by giving the key inputs to the systems, the outputs generated by the system and a chart giving the linkage between the inputs and outputs. [16]
4. (a) Illustrate by means of a chart the frame work of a General Marketing Information system and explain the utility of the out puts generated.
(b) "Even a simulation process requires a model". Explain with reference to a single server waiting line model. [10+6]
5. Compare and contrast conceptual system design and information system design [16]
6. Discuss the basic concepts of structured design. [16]
7. How does systems theory explain the need for system maintenance? And how can user implementation satisfaction be an indication of improved organizational effectiveness? [16]
8. What is a constraint? As a manager of the company what type of constraints you have to face during development? Discuss. [16]
