

SVKM's NMIMS
NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

Programme: PGDMM (For Employees of Max Life Insurance)

Academic year: 2013 – 2014

Semester: I – RE-EXAM

Subject: Information System for Managers

Marks : 50

Date: 16.12.2013

Time: 11.00 a.m. to 1.00 p.m.

Instructions:

1. Answer to each new question to be started on a fresh page.
 2. Figures in bracket indicate full marks.
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Q. 1) Write short notes on (any 2 out of 4)

(Marks: 2X5=10)

- a) Executive Information System
- b) Business Intelligence
- c) Feasibility Study
- d) Types of Disasters

Q. 2) Attempt (any 2 out of 5)

(Marks: 2X5=10)

- a) Explain the Process Control Systems.
- b) Describe the basic framework of an information system.
- c) What are the problems faced by organizations that implement ERP packages?
- d) Explain the difference between system and application softwares with the help of examples.
- e) How does Customer Relationship Management help organizations achieve competitive advantage?

Q. 3) Answer the following (Any 3 out of 5)

(Marks: 3X10=30)

- a) What are the components of Database Management Systems?
- b) Enlist the steps to be followed while creating a Business Continuity Plan.
- c) Describe the different areas in which data mining can be applied.
- d) What is the importance of testing phase in the development of software?
- e) Elaborate on the Management Information Systems.
