Subject Code—0232

M.B.A. EXAMINATION

(Batch 2009 to 2017)

(Third Semester)

MANAGEMENT SUPPORT SYSTEM

ITM-319

Time : 3 *Hours*   *Maximum Marks :* 70

Section A

Note : Attempt any *Seven* questions.   **7×5=35**

1. Discuss CBIS applications.

2. What are the steps in constructing a DSS ?

3. How does GDSS enhance group decision making ?

4. Discuss the application of Executive information system in marketing.

5. What do you understand by flexible manufacturing system ?

6. What does a prolog program mainly consist of ?

7. Why is prolog widely used as AI programming language ?

8. List the disadvantages of expert system.

9. Discuss the consolidation process in relation to financial analysis and planning.

10. What are the various functions performed by an information system ? **7×5=35**

Section B

Note : Attempt all the questions.

11. What is DSS in information system ? Explain types of DSS in detail.

Or

Explain the uses of DSS technology in the following areas :

(i)   Production

(ii) HRM. **12**

12. What is executive information system ? Explain its characteristics, capabilities and benefits.

Or

What are the various elements of marketing information system ? Explain each of them in detail. **12**

13. Explain the expert system shell. What are the advantages of using expert system shell for building expert systems ?

Or

Write short notes on the following :

(i)   Modeling of multi-objective

(ii) Role of decision support system in business. **11**