

**B.Com (Digital)**  
**GENERIC ELECTIVE COURSE(GE)**

**SEMESTER V**  
**BCDB33507T : APPLICATION OF MANAGEMENT**  
**INFORMATION SYSTEM FOR BUSINESS**

**MAX. MARKS: 100**

**EXTERNAL: 70**

**INTERNAL: 30**

**PASS: 40%**

**Credits: 6**

**Objective:**

To develop decision making and management skills for learners in any organization based on information provided by MIS.

**INSTRUCTIONS FOR THE PAPER SETTER/EXAMINER:**

1. The syllabus prescribed should be strictly adhered to.
2. The question paper will consist of three sections: A, B, and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. The candidates will attempt two questions from each section.
3. Section C will have fifteen short answer questions covering the entire syllabus. Each question will carry 3 marks. Candidates will attempt any ten questions from this section.
4. The examiner shall give a clear instruction to the candidates to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.
5. The duration of each paper will be three hours.

**INSTRUCTIONS FOR THE CANDIDATES:**

Candidates are required to attempt any two questions each from the sections A and B of the question paper and any ten short questions from Section C. They have to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated

**Section A**

Management Information system: Basic concepts, Role, Nature and scope of MIS. Information and system concepts: Data, Information, knowledge, Types of information, Information quality, dimensions and value of information, general model of human as an information processor. Basic concepts of System, elements and types of system. Role and importance of Management: Introduction, levels and functions of management. Structure and classification of MIS, Components of MIS, Framework for understanding MIS: Robert Anthony's hierarchy of management activity, Information requirements and levels of management.

**Section B**

Basic concepts of Decision Making, Types of decisions, Role of MIS in decision making Simon's model of decision making, Structured and unstructured decisions. Development of MIS: Development Phases of MIS, System development approaches: Waterfall model, Prototyping, Iterative enhancement model, Spiral model. Applications of MIS: Marketing, Financial, Production, Personnel. Decision Support Systems: Concepts and Features, MIS vs. DSS, Tools and Models for decision support, Group Decision support system.

**Suggested Readings:**

1. D.P. Goyal, Management Information Systems: Managerial Perspectives, Macmillan India Ltd.
- 2 Robert G. Murdick, Joel E. Ross, James R. Claggett, Information Systems for Modern Management, Prentice Hall of India Pvt. Ltd.
- 3 Gordon B. Davis, M.H. Olson, Management Information Systems: Conceptual Foundations, Structure & Development, McGraw-Hill Book Co.
- 4 W.S. Jawadekar, Management Information Systems, Tata McGraw-Hill Publishing Co.