

SET-A
Jamia Hamdard
School of Management and Business Studies
Department of Management
Odd Semester Examination - December 2025
MBA-I Semester
Management Information System – MBA-FG-105

Roll No...

Duration: 2.5 Hour

Max.Marks - 60

(Write your Roll No. on the top immediately on receipt of the question paper)

Attempt any FIVE questions - Inque No. 1 to 12 Marks (12 X 5 = 60 Marks)

1. Define Management Information System (MIS). Explain its characteristics and significance in modern organizations?
2. Describe the various types of information systems and explain how each type contributes to business efficiency and competitiveness.
3. Explain the importance of CRM in understanding customer behavior. How does CRM support customer segmentation and personalized marketing?
4. Describe the Simon's model of Decision Making and Explain how Information Systems help businesses achieve operational excellence & better decision-making in an organization?
5. Discuss the major phases of SDLC—Planning, Analysis, Design, Development, Testing, Implementation, and Maintenance. How do they ensure successful system development?
6. Discuss the major challenges faced during the implementation of Information Systems in organizations. Explain with suitable examples.
7. Explain different types of cyber threats and explain the key challenges in ensuring cyber security in the digital era..
8. Explain the below excel command and function with example:
 - a. SUMIF() b. VLOOKUP() c. HLOOKUP() d. TRANSPOSE().
 - e. COUNTIF() & MATCH()