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Total No. of Pages : 01

Total No. of Questions : 08

**P.G. Diploma in Digital Marketing (Sem.-1)**

**IT FOR BUSINESS & MIS**

**Subject Code : PGDDM103-20**

**M.Code : 79134**

**Time : 2 Hrs.**

**Max. Marks : 60**

**INSTRUCTIONS TO CANDIDATES :**

**1. Attempt any FIVE question(s), each question carries 12 marks.**

- 1) Why are information systems essential in business today? Identify at least two trends in the global business environment that have made information systems so important.
- 2) What do you mean by data and information? Explain the usefulness of CBIS in an organization.
- 3) What are group decision support systems? Discuss in detail software used for decision support.
- 4) Explain in detail the need of different types of information systems at various managerial levels.
- 5) What is role of MIS in the effective functioning of business organization? Support your answer with suitable example.
- 6) Discuss in detail various steps involved in planning and development of MIS.
- 7) Explain how information technology influences organization's goals? Support your answer with suitable illustrations.
- 8) Write a short note on the following :
  - a) Security and control issues in MIS
  - b) Latest trends in MIS

**Note: Any student found attempting answer sheet from any other person(s), using incriminating material or involved in any wrong activity reported by evaluator shall be treated under UMC provisions.**

**Student found sharing the question paper(s)/answer sheet on digital media or with any other person or any organization/institution shall also be treated under UMC.**

**Any student found making any change/addition/modification in contents of scanned copy of answer sheet and original answer sheet, shall be covered under UMC provisions.**