

Total No. of Questions : 8]

SEAT No. :

P703

[Total No. of Pages : 2

[5869]-370

**S.E. (Artificial Intelligence and Data Science)  
MANAGEMENT INFORMATION SYSTEM  
(2019 Pattern) (Semester - IV) (217530)**

**Time : 2½ Hours]**

**[Max. Marks : 70**

**Instructions to the candidates :**

- 1) Answer Q1 or Q2, Q3 or Q4, Q5 or Q6, Q7 or Q8.
- 2) Neat diagrams must be drawn whenever necessary.
- 3) Figures to the right side indicate full marks.
- 4) Assume suitable data, if necessary.

- Q1) a)** What are the current trends in computer hardware platforms? **[9]**  
**b)** What is IT infrastructure and what are the stages and drivers of IT infrastructure evolution? **[8]**

OR

- Q2) a)** What are the problems of managing data resources in a traditional file environment? **[9]**  
**b)** How do the Internet and Internet technology work and how do they support communication and e-business? **[8]**

OR

- Q4) a)** Explain the importance of project management and its objectives? **[9]**  
**b)** What is a strategic information system? What is the difference between a firm level strategy and business level strategy? **[8]**

- Q5) a)** Explain Concept of Supply Chain management (SCM) with suitable examples? **[9]**  
**b)** What is Electronic Commerce System. Explain its types with suitable examples? **[9]**

OR

**P.T.O.**

- Q6)** a) What is Decision Support system? How it is used in Business? [9]  
b) How Data Mining used in Marketing. [9]

- Q7)** a) Explain Artificial Neural Networks with suitable examples? [9]  
b) How does Virtual Reality Work? [9]

OR

- Q8)** a) What is Expert System. Explain with Example? [9]  
b) What are the different tools used for generation of Reports? [9]

