

FACULTY OF ENGINEERING**B.E. 4/4 (AE) II-Semester (Main) Examination, April / May 2013****Subject : Management Information Systems
(Elective-III)****Time : 3 Hours****Max. Marks: 75****Note: Answer all questions of Part - A and answer any five questions from Part-B.****PART – A (25 Marks)**

1. What are the "4P" components of marketing mix?
2. Briefly explain Time value of money.
3. Define the terms slack and float.
4. Limitations of MRP system.
5. Explain in brief various storage devices.
6. Differentiate between PERT and CPM.
7. Explain capital Budgeting.
8. Define and explain single average and single moving average methods.
9. Explain Inventory control system.
10. Describe primary and secondary storage devices.

PART – B (5x10=50 Marks)

- 11.(a) Define MRP. Explain the elements of MRP and mention its limitations. (5)
 (b) With a neat diagrams explain ABC classifications of inventory control. (5)

- 12.(a) The data given below represents sales figures of ABC company for the 12 months of the year 1996. (7)

Month	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Sales(Rs.)	400	490	570	500	640	680	800	710	820	910	860	950

- (i) Compute the 3 months moving average
 (ii) Forecast the demand for the month of Jan 1997
 (iii) If the actual demand for the month of Jan 1997 is 905 units, what should be the forecast for the month of Feb 97?
- (b) Briefly explain various types of marketing research techniques. (3)
- 13.(a) Discuss various models of information system. (5)
 (b) Explain various types of input and output devices used in a computer system. (5)
14. Write short notes on the following: (10)
 (a) Bill of Materials (b) On-hand inventory
 (c) Gross requirement (d) Net requirement
15. Describe characteristics of information system at operational, tactical and strategic planning level. (10)
- 16.(a) Form the given data find out (7)
 (i) Critical path (ii) Project Duration and (iii) Draw the Network diagram.
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| Activity | 1-2 | 1-3 | 2-4 | 3-5 | 4-5 | 4-6 | 5-6 |
| Time (weeks) | 4 | 11 | 8 | 12 | 10 | 9 | 13 |
- (b) Explain Financial Management. (3)
- 17.(a) Explain Product Life Cycle. (5)
 (b) Nominal Group Technique (5)