

College Name: \_\_\_\_\_

Student Name: \_\_\_\_\_ Seat No: \_\_\_\_\_

Copy No: \_\_\_\_\_

**KARACHI UNIVERSITY BUSINESS SCHOOL**  
**UNIVERSITY OF KARACHI**  
**FINAL EXAMINATION JUNE 2016; AFFILIATED COLLEGES**  
**MANAGEMENT INFORMATION SYSTEM; BA (H)-611**  
**BS – VII**

**Date: July 14, 2016**

**Max Time: 1:45 Mins**

**Max Marks: 30**

**INSTRUCTIONS:**

- 1. Attempt any 03 questions. Do not write anything on question paper.**
- 2. Use of mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

Question No: 01

What is the role of Enterprise Application in an Organization, Describe the Value Chain Model of Michael Porter in order to get competitive advantages in a progressive Organization

Question No: 02

Explain why System Design Methodology (SADM) is necessary for designing a business application, State, the phases involved in the business system development designing and analysis

Question No: 03

- a) Write down the role of Management Information System (MIS) for a successful business
- b) Illustrate and describe various components regarding Information System infrastructure for a digital enterprise

Question No: 04

- (a) Write down the major functions of a database management system
- (b) Define and Illustrate the purpose of Entity Relation Diagram

Question No: 05

Write down short notes on the followings with examples:

- (a) Business Intelligence
- (b) Strategic Information System
- (c) Work Flow Management System

**END OF SUBJECTIVE PAPER**