

College Name: _____

Student Name: _____ Father's Name: _____

Copy No: _____

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2017; AFFILIATED COLLEGES
MANAGEMENT INFORMATION SYSTEM; BA (H)-611
BS – VII

Date: July 6, 2017

Max. Time: 100 Mins

Max. Marks: 40

INSTRUCTIONS:

- 1. Attempt any 4 questions. Do not write anything on the question paper, EXCEPT the initials mentioned above.**
- 2. 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.**

Q1 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

Q2 Write down yours comments about a new role of Information System (IS) in a digital firm with suitable examples

Q3 a) Give reasons why System Analysis and Design Methodology (SADM) is necessarily required for developing the business application

b) Explain life cycle of Spiral model and identify its key characteristics

Q4 a) Describe how does Business Intelligence (BI) is used in business applications

b) Explain reasons why databases (RDBMS) are preferred on old File-Based system?

Q5 Write down short notes on **any three** of the followings with suitable examples:

(a) Real-Time system

(b) The Moral Dimensions of IS

(c) Business Process Re-engineering

(d) Group Decision Support System (GDDS)

END OF SUBJECTIVE PAPER