

College Name: _____

Seat No: _____ Student's Name: _____

Copy No: _____

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

Revised Date: January 17, 2018

Max Time: 2 Hrs

Max Marks: 40

INSTRUCTIONS:

- 1. Attempt any 4 questions with suitable examples. 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 a) What do meant by Contemporary Approach to Information System?
b) Describe the Value Chain Model of Michael Porter. Enlist the competitive advantages of Porter' model.
- Q2 Explain with examples, how does business intelligence add-on in Decision Support System?
- Q3 a) Describe Real-Time System with examples
b) Explain how does Business Reengineering Process (BRP) change our legacy system
- Q4 a) Give reason, why databases are integral part of automation. Enlist major functions of RDBMS
b) Define the purpose of change management system, and how it is implement in the Organization
- Q5 Write down short notes on any **Two** of the followings:
a) Enterprise Application
b) Middleware software
c) Strategic Information System
d) Ethical issues in digital environment

END OF SUBJECTIVE PAPER