SARDAR PATEL UNIVERSITY
SY BBA (ISM) SEM-IV EXAMINATION
Saturday, 16ᵗʰ April, 2016
Management Information System-II
UM04CBBS01

Time: 10:30A.M to 12:30 P.M   Marks: -60

Note: - 1) Figures to the right hand side of the question indicate their marks.
    2) Draw diagrams and give examples wherever necessary.

Q-1(a)	Write a short note on Total Quality Control.	08
(b)	Describe the term Total Quality Management.	07

OR

Q-1(a)	Explain any four principles of controlling in detail.	08
(b)	What do you mean by feedback loops? Explain different types of feedback loops in brief.	07

Q-2(a)	Explain with diagram the five moral dimension of the information age.	08
(b)	Write down the five step process of ethical analysis.	07

OR

Q-2(a)	Define intellectual property. Describe the Patent and Copyright in brief.	08
(b)	Write a short note on System Quality.	07

Q-3(a)	What do you mean by knowledge? Describe the Knowledge Work System with proper examples.	08
(b)	Define intelligent techniques. Explain neural network and hybrid AI systems.	07

OR

Q-3(a)	Write a short note on Knowledge Management Value Chain with proper diagram.	10
(b)	Discuss about the important dimensions of knowledge.	05

Q-4(a)	What is a system? Explain the System Development Strategies in detail.	08
(b)	Define Information Security (IS). Describe the importance of Information Security.	07

OR

Q-4(a)	What is Information Security? Explain the need of Information Security.	08
(b)	What are the tools for system development? Explain it in brief.	07

@@@@ Best Of Luck @@@@

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