(4)

   (a) If the company sells 2000 units. How do expenses change.

   (b) What happen if advertisment cost go up by 20%.

9. Discuss decision making framework on the basis of organizational structure and decision structure?   **10**

A

MS-3132

M.B.A.(M.S.) (Semester-IV)

Examination, 2015

DECISION SUPPORT SYSTEM

MS(B)-043

Time Allowed : Three Hours]   *[Maximum Marks : 70*

Note : Answer five questions in all. Question No.1 is compulsory. Attempt one question from each unit.

1. Answer the following questions in brief:

$$3 \times 10 = 30$$

   (a) Why Pre-processing of data is required while using it in decision making?

   (b) What is data mining?

   (c) Discuss the different type of decision at different level of management.

   (d) What do you mean by data visualization?

   (e) What is the role of effectiveness and efficiency in decision making?

(f) What is knowledge base? What is the role of it in DSS?

(g) Compare and contrast the data-centric and model centric DSS.

(h) What is DBMS? Discuss the general feature of DBMS.

(i) What is the difference between the ability of a manager to retrive information instantly on demand using MIS and capabilities provided by DSS?

(j) Discuss the Benefits and Limitations of DSS.

Unit-I

2. What is Decision Support System(DSS)? List and briefly describe the five basic components of DSS?   10

3. What is decision style? Briefly describe the classification of decision style based on problem context, Cognitive Complexity and value orientation.   10

Unit-II

4. What is decision table? How it helps in decision making process in Artificial Intelligence.   10

5. What is model? Briefly describe the components of Simon's Problem-solving model.   10

Unit-III

6. What is Data warehouse? Discuss the architecture of Data warehouse with the functionality of each component.   10

7. In What ways does using an electronic Spread sheet package provide you with the capabilities of Decision Support System (DSS)?10

Unit-IV

8. ABC corporate obtain a copy of work book/ sheet as :   10

ABC Corporation		
Monthly statement		
A	B	
Revenue		
	Unit Sold	1000
	Per unit cost	75
		?
Variable expenses	Unit produced	1000
	material cost/unit	15
	manufacturing cost per unit	10
	Total variable cost	?
Fixed expenses	Salary & benefit	50000
	Advertising	5000
Summery	Total expenses	?