



School of Pharmaceutical Management

MBA Pharmaceutical Management

Batch-13th (2021-2023)

Second Year, Term 5 End Term Examination, November 2022

PHRM-709 Management Information System

Time - 3 Hour

MM-50

This question paper contains one printed page.

Attempt all questions. Each question carries 10 marks.

Q1. What is Management Information System? How does it help in decision making for the pharmaceutical industry?

Q2. Mention different types of information system and explain the Transaction Processing System.

Q3. What are the key input, process and output elements for an information system for Marketing Management.

Q4. Write a note on the use of information technology in Pharmaceutical Industry.

Q5. What are the key challenges in implementation of Management Information Systems in an organization, and what are the key measures to overcome those challenges?