Seat No.: _____   Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER (1)– EXAMINATION– SUMMER 2019

Subject Code: 3519208   **Date: 15/05/2019**
Subject Name: Management Information System (MIS)
Time: 02:30 PM To 05:30 PM   **Total Marks: 70**
   Instructions:
   1.   **Attempt all questions.**
   2.   **Make suitable assumptions wherever necessary.**
   3.   **Figures to the right indicate full marks.**

Q.1	Definitions / terms / explanations / short questions based on concepts of theory/practical	**14**
	(a) MIS	
	(b) ERP	
	(c) Expert System	
	(d) GDSS	
	(e) Business Intelligence	
	(f) TPS	
	(g) DSS	
Q.2 (A)	Explain about various attributes of Information and its relevance to decision making and also explain the various types of information.	**07**
Q.2 (B)	Discuss Herbert Simon's Model of decision-making in detail	**07**
	OR	
Q.2 (B)	Define MIS and briefly explain role and limitation of MIS.	**07**
Q.3 (A)	What are the business benefits of implementing CRM applications? Support your answer by explaining the different phases and functions of a CRM application.	**07**
Q.3 (B)	Write short note on: (i) Office Automation System (ii) TPS	**07**
	OR	
Q.3 (A)	Define Executive Support System. Explain how does it work and how it is useful in corporate world.	**07**
Q.3 (B)	How is Enterprise Resource Planning (ERP) beneficial to organize several business functions? Describe with proper examples.	**07**
Q.4 (A)	What is Enterprise Application Integration (EAI)? Explain types and benefits with suitable examples.	**07**
Q.4 (B)	What is Supply Chain Management System? How do supply chain management systems coordinate planning, production and logistics with suppliers? Give example.	**07**
	OR	
Q.4 (A)	Write short note on: (i) Service Oriented Architecture (ii) Disruptive Technology	**07**
Q.4 (B)	"MIS is essential in Today's Modern Business Scenario" Justify it with reference to identify latest trends and best practices of MIS around the world.	**07**

Q.5   **Case Study**   **14**

FD Book house offers books on various subjects in science and technology. The owner of the FD book house maintain inventory of Rs 20 lakhs or more. It also observed that there are some slow moving titles since last year, which result in dead stock. To clear this dead stock, a reduction sale was organized. The revenue generated out of this sale was less than the list price. During last year, inventory carrying accounts for interest cost.

The owner is interested to computerize to avoid such cases in future. The existing monthly stock report provides a stock statement by titles. It gives status of opening balance, receipt, sales and balances.

Questions:
   A.   Evaluate existing system.
   B.   Explain information needs to design suitable MIS.

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OR

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Q.5   A.   Advice various output requirement, so that reports can be useful to control the business.   **14**
   B.   Suggest new technologies to coordinate stocking, billing, accounting and decision making.

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