GUJARAT TECHNOLOGICAL UNIVERSITY
MBA-SEMESTER-I-EXAMINATION-SUMMER-2025

Subject Code: 4519206   **Date: 13/06/2025**
Subject Name: Management Information Systems
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.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q. No.	Question Text and Description	Marks
Q.1	Definitions/terms/explanations / short questions based on concepts of theory/practical (a) Business Process (b) Machine Learning (c) Denial of service attack (d) Trojan Horse (e) Cloud Computing (f) Dashboard (g) TPS	**14**

Q.2 **(a)** Describe the characteristics of Management Information systems (MIS) and explain how they differ from a Transaction Processing System (TPS) and Decision Support System (DSS) — **07**

(b) Define Information system. Explain why Information systems are so essential in business to face competition. — **07**

OR

(b) Explain the various types of information systems in Detail with suitable examples. — **07**

Q.3 **(a)** How is enterprise resource planning (ERP) beneficial in organizing several business functions? Describe with proper examples. — **07**

(b) Define the Executive Support System. Explain how it works and how it is useful in the corporate world. — **07**

OR

Q.3 **(a)** What are CRM applications? Why are they gaining popularity in current-day businesses? Please explain in detail how they add value to a firm's business. — **07**

(b) Explain different types of computer crimes in today's organization — **07**

Q.4 **(a)** Privacy and Piracy are major issues due to Information Technology justify your Answer. — **07**

(b) Explain Structured decision, Semi-structured decision, and Unstructured Decision with Suitable Examples — **07**

OR

Q.4 **(a)** How do the Supply Chain Management Systems provide value for the business explain with examples. — **07**

(b) Explain the Dimension of the Information System   **07**

Q.5   CASE STUDY

Company Overview

Bhavani Textiles Pvt. Ltd., a mid-sized textile manufacturing company based in Coimbatore, Tamil Nadu, specializes in cotton and blended fabrics. They cater to domestic and international markets, focusing on both business-to-business (B2B) and business-to-consumer (B2C) sales. Their products are well-known for their quality, but over time, the company has faced challenges in retaining customers, managing customer complaints efficiently, and personalizing marketing efforts. Bhavani Textiles decides to implement a Customer Relationship Management (CRM) system to improve customer satisfaction and streamline its operations.

CRM Challenges Faced by Bhavani Textiles

Customer Retention: While the company has a large customer base, it has faced challenges in retaining customers, especially in the B2B segment, where competitors are offering better follow-up and customer service.

Complaint Management: The company struggled to handle customer complaints in a timely manner, leading to a loss of repeat business, particularly from international clients.

Data Silos: The company's data was scattered across different departments—sales, customer service, and marketing—leading to inefficiencies and a lack of coordination between teams.

Lack of Personalization: Bhavani Textiles was using a one-size-fits-all approach in their marketing campaigns, which was ineffective in engaging customers with diverse needs.

CRM Implementation

To address these challenges, Bhavani Textiles implemented a CRM platform that integrates all customer data into a single system. This enabled them to:

•   Track customer interactions across sales, service, and marketing.

•   Implement a ticketing system for complaint management.

•   Personalize marketing campaigns based on customer behavior and preferences.

•   Monitor customer feedback and respond proactively to potential issues.

After the implementation, Bhavani Textiles witnessed improved customer retention, faster complaint resolution, and more targeted marketing campaigns, which resulted in higher customer satisfaction and increased sales.

Q.5 (A) How can a CRM system help a company maintain a competitive edge in a highly competitive industry like textiles?   **07**

(B) What were the main features of the CRM system implemented by Bhavani Textiles?   **07**

OR

Q.5 (A) Why is centralizing data across departments critical for businesses like Bhavani Textiles?   **07**

(B) How did the CRM system help Bhavani Textiles manage customer complaints more efficiently?   **07**

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