

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA - SEMESTER– I EXAMINATION – WINTER 2019****Subject Code: 3519208****Date: 27-12-2019****Subject Name: Management Information System****Time: 10:30 AM TO 1.30 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) What is Information System? List its components.
 - (b) Classification of IS from hierarchical and functional perspective.
 - (c) ESS
 - (d) e-CRM
 - (e) HRIS
 - (f) Artificial intelligence
 - (g) E-commerce

- Q.2** (a) Discuss how McDonald's can use different types of MIS reports for enhanced operational control. **07**
- (b) Discuss the role of IT and IS in the modern business world. **07**

OR

- (b) Write a note on "DSS". **07**

- Q.3** (a) Write a note on "SCM system". **07**
- (b) Discuss the application of Expert System for health care service providers. **07**

OR

- Q.3** (a) Write a note on "Service-oriented architecture". **07**
- (b) Discuss the role of Transaction Processing System in the banking sector. **07**

- Q.4** (a) Discuss what organizational change is needed to plan, accept, implement, use and update information system in the organization for gaining competitive advantage. **07**
- (b) What are the various challenges associated with the planning, implementation and use of MIS/ IS? **07**

OR

- Q.4** (a) Write a note on various disruptive technologies that have changed the way businesses operate. **07**
- (b) Discuss how a retail store can capitalize the power of Business Intelligence for its business. **07**

- Q.5** *An Integrated Business Solution* **14**

Your industrial supply company wants to create a data warehouse where management can obtain a single corporate-wide view of critical sales information to identify best-selling products in specific geographic areas, key customers, and sales trends. Your sales and product information are stored in several different systems: a divisional sales system running on a Unix server and a corporate sales system running on an IBM mainframe. You would like to create a single standard format that consolidates these data from both systems. The following format has been proposed.

Product_id	Product_description	Cost_per_unit	Units_sold	Sales_region	Division	Customer_id

The following are sample files from the two systems that would supply the data for the data warehouse:

Corporate Sales System					
Product_id	Product_description	Unit_cost	Units_sold	Sales_territory	Division
60231	Bearing, 4"	5.28	900, 245	Northeast	Parts
85773	SS assembly unit	12.45	992, 111	Midwest	Parts

Mechanical Parts Division Sales System					
Prod_no	Product_description	Cost_per_unit	Units_sold	Sales_region	Customer_id
60231	4" Steel bearing	5.28	900, 245	N.E.	Anderson
85773	SS assembly unit	12.45	992, 111	M.W.	Kelly Industries

Questions:

- A. What business problems are created by not having these data in a single standard format? How easy would it be to create a database with a single standard format that could store the data from both systems? Identify the problems that would have to be addressed.
- B. Can an integrated enterprise-wide ERP system be used by the company? What can be the benefits of using an ERP system?

OR

Questions:

- A. Discuss the type of organizational culture that would restrain use of such a system. Also discuss the type of organizational culture that would drive the effective use of such an integrated enterprise-wide system.
- B. What according to you are the best practices for using such an information system?
