

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
MBA Winter 2019 – 20 Examination

Semester: 1

Date: 26/11/2019

Subject Code: 06200101

Time: 10:30am to 1:00pm

Subject Name: Management Information System

Total Marks: 60

Instructions

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as Directed.**A). Multiple choice type questions/Fill in the blanks. (Each of 1 mark) (05)**

1. Which of the following is NOT an objective of MIS?

a) Facilitate the decision making process	c) Support decision making
b) Provide requisite information at each level of management	d) Recruit people for system
2. If a university sets up a web-based information system that faculty could access to record student grades and to advise students, that would be an example of a/an

a) intranet	c) ERP
b) CRM	d) extranet
3. Examples of keyless interfaces include:

a) bar coding, OCR, pen, and voice	c) mouse, OCR, pen, and voice recognition
b) keyboard, OCR, pen, and voice	d) none of the above
4. Data encryption concept is used for purposes.

a) data storage	c) data display
b) data processing	d) data transfer
5. Which of the following is not a class of information system applications?

a) database management system	c) expert system
b) decision support system	d) management information system

B). Define the following. (Each of 1 mark) (05)

1. CHURN RATE
2. TPS
3. Firewalls
4. IS
5. Cyber theft

C). Direct questions. (Each of 1 mark) (05)

1. Write the difference between Data and information.
2. Write down the attributes of IS.
3. What are types of network?
4. Write down the business value of supply chain management.
5. In which ways, Information system enhances business process?

Q.2 Answer the following questions.**A). Describe the different types of decisions based on different levels of Management. (07)****B). “The transaction processing system records all the transactions of an organization, it is the backbone for all the other Information System”. Justify (08)****Q.3 Answer the following questions.****A). What is Supply Chain Management System? How does supply chain management system coordinate planning, production and logistics with suppliers? Give example. (07)**

B). Define the term topologies and write down its types.

(08)

Q.4 Attempt any two questions. (Each of 7.5 mark)

(15)

1. Write short note on wireless technology.

2. Consider any one functional area (Marketing, Finance, Human Resource) of your choice. Based on that explain with examples how information system can be beneficial for that functional area.

3. Write down types of computer crime.

4. Precision is an established brand in wristwatches and claims that Precision Wristwatches Limited (**PWL**) could achieve this status due to various management initiatives undertaken to make it an IT enabled Internet driven Enterprise. PWL has become more customers centric. In E-environment we come to know what customer wants and what changes are taking place in the market. This is possible as we get online information in real time mode about choice of product made or expressed by the customer, rate of sale of products by location, segment and market, and unsuccessful sale events by reason and so on. With established communication network PWL, knows customer preferences, product movements, and modifications and is able to respond faster to customer requirements and expectations. PWL has four factories at Bangalore, Jammu, Gurgaon, and Mumbai. Due to networking of all work centers, sales points, dealers, distributors and use of enterprise business process application suite. PWL has management information daily on

1. Product Inventory: Brand, Model, Price, and Location

2. Product Sale: Fast Moving and Slow Moving

3. Market: Segment, Areas, and Locations

4. Customer: Preferences, Profile, and Lost Customers

PWL claims that all this is possible due to implementation of ERP package SAP. With ERP implementation, IT is an integral part of the enterprise making it E-business enterprise. Management of PWL is able to handle efficiently dispersed, disparate and heterogeneous customer preferences. Management is able to compete in a dynamic wrist watch market where competition from gray market and international brands is very strong. Using IT enabled applications Internet technologies integration of supply chain is a challenge. To boost these strategic initiatives PWL implemented B2B solutions to leverage Internet for order handling, configuring, tracking, and delivering. PWL is also thinking of implementation of Radio Frequency Identification Device (RFID) technology, as it believes RFID is the technology of the future and is more efficient for handling variety of watches and high value of inventory. PWL is convinced that strategic use of IT and Internet has made PWL an E-business enterprise where IT and Internet are business drivers and enablers as well. Management claims that success of enterprise is due to user and customer participation in E-Enterprise solution. PWL now has online Management Information systems support when weekly meetings are held for business review, operation review, and customer issues.

A. Discuss the role of MIS for PWL in detail.

B. Identify different Information system at each level which PWL may be using.