

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 01– • EXAMINATION – WINTER 2014

Subject Code: 2810007**Date: / / 2014****Subject Name: Management Information System****Time:****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q. No.	Question Text and Option				Attribute	6
Q.1 (a)	Information is				MCQ	
1.	A.	Data	B.	Processed Data		
	C.	Manipulated input	D.	Computer output		
2.	Operational information is required by					
	A.	Middle managers	B.	Line managers		
	C.	Top managers	D.	All workers		
3.	Volume of strategic information is					
	A.	Condensed	B.	Detailed		
	C.	Summarized	D.	Irrelevant		
4.	Which of the following functions is the most unlikely in an insurance company?					
	A.	Training	B.	giving loans		
	C.	bill of material	D.	accounting		
5.	Master file is a file containing					
	A.	all master records	B.	all records relevant to the application		
	C.	a collection of data items	D.	historical data of relevance to the organization		
6.	Decision support systems are essential for					
	A.	Day-to-day operation of an organization.	B.	Providing statutory information.		
	C.	Top level strategic decision making.	D.	Ensuring that organizations are profitable		
Q.1	(b)	Explain the meaning of a Digital Firm. Give suitable example of a modern firm that have reaped profits by investing in information systems			Explanation of Terms /Concepts with Practical examples. (Each of having 1 mark)	04
Q.1	(c)	Identify and discuss the major types of Information systems that serve the main management groups within a business. What are the relationships among these systems?			Straight Question (without any twist) Questions as per existing paper style	04

Q.2	(a)	Explain how information systems impact organizations and business firms?	Conceptual/Theoretical question	07
	(b)	Describe ESS? How does it help the senior managers in making decisions	Question with Practical Orientation	07
		OR		
	(b)	What are the different types of decisions and how does the decision-making process Work?	Question with Practical Orientation	07
Q.3	(a)	Explain the TPS. Differentiate between TPS and MIS and how do they provide value	Conceptual/Theoretical question	07
	(b)	What is ERP? Discuss the business value of ERP to modern business.	Question with Practical Orientation	07
		OR		
Q.3	(a)	Explain how information systems impact organizations and business firms?	Conceptual/Theoretical question	07
	(b)	What is Supply Chain management system? Explain the benefits of the same to the modern organizations.	Question with Practical Orientation	07
Q.4	(a)	Describe the Knowledge Management Value chain with suitable chart	Conceptual/Theoretical question	07
	(b)	Discuss the CRM and the types of software required for the same.	Question with Practical Orientation	07
		OR		
Q.4	(a)	Write short notes on any two a. Dimensions of Information system b. Competitive strategies enabled by information system c. Interdependence between information technology and organization	Conceptual/Theoretical question	07
	(b)	Describe ESS? How does it help the senior managers in making decisions	Question with Practical Orientation	07
Q.5		A waiter takes an order at a table, and then enters it online via one of the six terminals located in the restaurant dining room. The order is routed to a printer in the appropriate preparation area: the cold item printer if it is a salad, the hot-item printer if it is a hot sandwich or the bar printer if it is a drink. A customer's meal check-listing (bill) the items ordered and the respective prices are automatically generated. This ordering system eliminates the old three-carbon-copy guest check system as well as any problems caused by a waiter's handwriting. When the kitchen runs out of a food item, the cooks send out an 'out of stock' message, which will be displayed on the dining room terminals when waiters try to order that item. This gives the waiters faster feedback, enabling them to give better service to the customers. Other system features aid management in the planning and control of their restaurant business. The system provides up-to-the-minute information on the food items ordered and breaks out percentages showing sales of each item versus total sales. This helps management plan menus according to customers' tastes. The system also compares the weekly sales totals versus food costs, allowing planning for tighter cost controls. In addition, whenever an order is voided, the reasons for the void are keyed in. This may help later in management	Case relevant to the syllabus OR Practice oriented Theory Question (only if case relevant question not possible in any subject).	14

		decisions, especially if the voids consistently related to food or service. Acceptance of the system by the users is exceptionally high since the waiters and waitresses were involved in the selection and design process. All potential users were asked to give their impressions and ideas about the various systems available before one was chosen. Qa. In the light of the system, describe the decisions to be made in the area of strategic planning, managerial control and operational control? What information would you require to make such decisions? Qb. What would you do to make the system a more complete? Shall managers use MIS rather than just doing transaction processing? Qc. Explain the probable effects on customers and management for making system more formal?		
		OR		
Q.5		Case Study	Case relevant to the syllabus OR Practice oriented Theory Question (only if case relevant question not possible in any subject).	14
