

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 02– • EXAMINATION – SUMMER 2015

Sample Paper

Subject Code: 2820002

Date: // 2015

Subject Name: Management Information Systems

Time:

Total Marks: 70

Instructions:

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

Q1. Attempt the following:

(6 marks)

1. Which of the following is not a network topology?
 - a. Star
 - b. Bus
 - c. Ring
 - d. Cloud
2. Cybernetic system includes the following
 - a. Feedback
 - b. Both a and b
 - c. Control
 - d. Data
3. It is a type of system software:-
 - a. Groupware
 - b. Word processing
 - c. CRM
 - d. Operating System
4. It is a type of midrange computer systems
 - a. Personal computers
 - b. PDA
 - c. Work Stations
 - d. Network Servers
5. Which of the following is not a hacking tactic?
 - a. Denial of Service
 - b. Cracking
 - c. Spoofing
 - d. Sniffing
6. Which type of system supports unstructured decision making?
 - a. EIS
 - b. DSS
 - c. ES
 - d. TPS

Q1. (b) Explain the following terms:-

(4 marks)

1. Management Information Systems

2. GPS
3. RFID
4. Open Systems

Q1. (c) State and explain characteristics of ESS. (4 marks)

Q2. (a) Explain the Dimensions of Information Systems (7 marks)

Q2. (b) Consider any one functional area of your choice. Based on that explain with examples Information Systems for each level of organizational hierarchy within the chosen functional area. (7 marks)

OR

Q2. (b) Explain different information systems used at different levels of management hierarchy for a Textile Manufacturing Industry. (7 marks)

Q3. (a) Explain the contemporary approaches to information systems. (7 marks)
(b) Differentiate between e-commerce, e-business and e-government with examples of your choice. (7 marks)

OR

Q3. (a) Using Michael Porter's five forces model describe how businesses can use Information Systems to apply competitive strategies. (7 marks)
(b) Explain how information systems impact organizations and business firm. (7 marks)

Q4. (a) Explain in detail OSI model in detail (7 marks)
(b) Explain the different types of security measures that a company needs to adopt to keep its transaction secure. (7 marks)

OR

Q4. (a) Explain different types of computer crimes in today's organization. (7 marks)
(b) Explain in detail any two key digital networking technologies used in implementation of a network in any industry of your choice. (7 marks)

Q5. Case Study (14 marks)

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 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.

Questions:

1. 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?
2. What would make the system a more complete MIS rather than just doing transaction processing?
3. Explain the probable effects that making the system more formal would have on the customers and the management.