



Code: 14E00207

MBA II Semester Supplementary Examinations December/January 2018/19

MANAGEMENT INFORMATION SYSTEM

(For students admitted in 2014 (LC), 2015 & 2016 only)

Time: 3 hours

Max. Marks: 60

SECTION – A

(Answer the following: (05 X 10 = 50 Marks)

- 1 Give various characteristics of MIS. Support your answer with suitable examples.
OR
- 2 Explain the functions of management information systems.
- 3 What do you understand by decision support system? Explain with examples.
OR
- 4 What are the various components of MIS with respect to computer-based MIS?
- 5 Discuss the features of relational DBMS.
OR
- 6 Briefly explain the phases involved in system development.
- 7 Which system methodologies are most popular? Discuss any two such methodologies.
OR
- 8 What are the various testing methods for a developed system?
- 9 Why must auditors focus on controls as a system?
OR
- 10 What is the primary role of quality assurance management as it operates with in the information system function?

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case Study:**

Allstate Insurance, Aviva Canada, and others: Centralized Business Intelligence at work

The most common approach to business intelligence is to assemble a team of developers to build a data warehouse or data mart for a specific project, buy a reporting tool to use with it and disassemble the team upon the project's completion. However some companies are taking a more strategic approach: standardizing on fewer business intelligence tools and making them available throughout their organizations even before projects are planned. To execute these strategies companies are creating dedicated groups sometimes called competency centers or centers of excellence, to manage business-intelligence projects and provide technical and analytical expertise to other employees. Competency centers are usually staffed with people who have a variety of technical, business and data-analysis expertise, and the centers become a repository of business-intelligence-related skills, best practices and application standards.

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About 10 percent of the 2000 larger companies in the world have some form of business-intelligence competency center, Gartner Inc. analyst Howard Dresner says. Yet approaches vary. While most are centralized in one location, a few are virtual, with staff scattered throughout a company. Some are part of the IT department - or closely tied to it. While others are more independent, serving as a bridge between IT and business-unit managers and employees.

Allstate Insurance Co's Enterprise Business Intelligence tools team is responsible for selling business-intelligence technology strategy for the company's 40000 employees and 12900 independent agents says Jim Young, the team's senior manager.

Based in Allstate Northbrook, Illinois headquarters, the center was created earlier this year by consolidating three groups built around separate business-intelligence products used in different parts of the company. The center serves as a central repository for business-intelligence expertise, providing services and training for Allstate employees and is developing a set of standard best practices for building and using data ware houses and business-intelligence applications.

This way we can execute on a common strategy Young says. The center maintains a common business-intelligence infrastructure and manages software vendors and service providers.

At Aviva Canada Inc., a property and casualty insurance company the primary role of its Information management services department is to bridge the communication gap between business- intelligence-tool users and Aviva's IT department.

Business Intelligence is not a technology issue. BI is a business issue" says Gerry Lee, information management services vp. Centralization is critical, because Aviva's goal is to grow by 50 percent over the next five years, partly through additional acquisitions. Lee says. The center also impacts company's numerous customer-relationships-management initiatives.

Cost reduction is often the driving factor for companies to create competency centers and consolidate business-intelligence systems. Standard technology and implementation practices can reduce the cost of some business intelligence projects by up to 95 percent. Says Chris Amos, reporting solution manager at British telecom. BT established a center of excellence around Actuate's reporting software three years ago and is developing business-intelligence systems for the telecommunication's company's wholesale, retail and global service operations.

Many believe the payoff is worth it. Business Intelligence practices has helped the business move beyond simple reporting of financial and supplier data to more advanced forecasting and predictive analysis. The data's become more actionable. The visibility of his data to the business has brought millions in savings says Rich Richardson, manager of business data modeling and delivery, who manages the center.

Questions:

- (a) What is the business value of the various BI applications discussed in the case?
- (b) Is business intelligence an MIS or a DSS? Justify your answer.
