

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA - SEMESTER- 2 - EXAMINATION – SUMMER 2019****Subject Code: 2820002****Date: 17/05/2019****Subject Name: Management Information System (MIS)****Time: 10:30 AM To 01:30 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 A Choose the Best Possible Answer from the 4 options (Multiple Choice Question) 06
- 1 Which one of the following is not a business driver for an information system?
A. Business Process Re-design B. Knowledge Asset Management
C. Security and Privacy D. Proliferation of Networks and the Internet
 - 2 The most important reason for failure of MIS is
A. use of improper tools for design B. Non involvement of end user
C. improper specifications D. None of the above
 - 3 _____ is a computer based system that stores and manipulates data that are viewed from a geographical point or reference
A. Geographical Information System B. Database System
C. Geographic System D. Software System
 - 4 An information system that supports the planning and assessment needs of executive management is
A. DSS B. MIS
C. TPS D. None of the above
 - 5 A hotel reservation system would be classified as a(n):
A. transaction level B. Management level
C. operational level D. Strategic level
 - 6 _____ systems keep a track on the daily regular business transactions of the organization
A. Management-level B. operational level
C. Strategic-level D. executive information

B.	Short / Definition Questions	04
1	Complementary assets	04
2	Digital firm	04
3	Firewall	04
4	Phishing	04
C.	Should companies be responsible for unemployment caused by their Information System? Why or Why Not?	04
Q.2	(a) 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?	07
	(b) Identify and describe the current trends in contemporary software platform.	07
	OR	
	(b) Define Networking. Discuss different forms of Networking with its characteristics. Also Elaborate how each one of them will provide value to business.	07
Q.3	(a) What are the principal components of telecommunications networks and key networking technologies?	07
	(b) Supply chain management is less about managing the physical movement of goods and more about managing information. Discuss the implications of this statement.	07
	OR	
Q.3	(a) How would you use capabilities like Data warehousing and Data Mining to improve business performance and decision making? Explain.	07
	(b) "Knowledge increases exponentially," is a phrase with which we are all familiar. How does this concept apply to electronic business and the emergence of the digital firm? Support your contentions.	07
Q.4	(a) Explain in detail Computer crime and Hacking as the biggest issue to the information system.	07
	(b) ERP has its base in the manufacturing and evolved from there to serve practically every type of industry. Comment with suitable illustration.	07
	OR	
	(a) Why are radio frequency identification (RFID) and wireless sensor networks valuable for business?	07
	(b) Security isn't simply a technology issue, it's a business issue. Discuss.	07
Q.5	Case Study:	14

Implications of MIS: For EACH of the following situations, briefly describe and justify the most suitable Management Information System sub-type that could be implemented:

A food producing company wants to make different decisions regarding the production process whenever these are required. Specifically, they want to be able to effectively answer questions such as “If one of the production process machines breaks down, what is the effect on the company’s ability to satisfy customer demand for our products?” and “If we add an additional shift to our daily work schedule on one of our production process machines, what impact would this have on our throughput per day?”.

A food producing company wants to make different decisions regarding the production process whenever these are required. Specifically, they want to be able to effectively answer questions such as “If one of the production process machines breaks down, what is the effect on the company’s ability to satisfy customer demand for our products?” and “If we add an additional shift to our daily work schedule on one of our production process machines, what impact would this have on our throughput per day?”. Commission and wait for the human expert to attend each time.

The management of a university wants to report percentage attendances in classes for students on a weekly basis, as well as analyzing some of the student data on an ad-hoc basis according to current information requirements.

OR

Q. 5 Saab Cars USA imports more than 37,000 Saab sedans, convertibles, and wagons annually and distributes the cars to 220 U.S. delegates. Saab competes in the premium automobiles market, and its primary rivals attract customers through aggressive marketing campaigns, reduced prices, and in expensive financing. Saab decided that the answer to beating its competition was not to spend capital on additional advertising, but to invest in Siebel Automotives, a customer relationship management system.

Until recently, the company communicated with its customers through three primary channels (1) dealer network, (2) customer assistance centre, (3) leadSaab required a solution that would provide a consolidated customer view from all three touchpoints. In 2002, Saab implemented Siebel CRM solution, which provided Saab’s call centre employees with a 360-degree view of each customer, including prior service-related questions and all the marketing communications they have received. Known internally as “TouchPoint”, the Siebel application provides Saab’s dealers with a powerful Web-based solution for coordinating sales and marketing activities. These tracking capabilities enable Saab to measure the sales results of specific leads, recommend more efficient selling techniques, and target its leads more precisely in the future. Using Siebel Automotive, Saab receive the following benefits:

- Direct marketing costs decreased by 5 percent
- Lead follow-up increased from 38 percent to 50 percent
- Customer satisfaction increased from 69 percent to 75 percent
- Saab gained a single view of its customers across multiple channels

Question-1: Explain how implementing a CRM system enabled Saab to gain a competitive advantage.

Question-2 Estimate the potential impact to Saab’s business if it had not implemented a CRM system.

Question-3 What additional benefits could Saab receive from implementing a supply chain management system?
