

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 2 – EXAMINATION – WINTER 2018**Subject Code: 2820002****Date: 31/12/ 2018****Subject Name: Management Information System (MIS)****Time: 02:30 PM TO 05:30 PM****Total Marks: 70****Instructions:**

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

06**Q.1****(a)**

1. The term CRM means?
A. Customer Relationship Management
B. Customer Retention Manager
C. Customer's Relative Meet
D. Channel Root Market
2. Which one of the following is not a business driver for an information system?
A. Business Process Re-design
B. Knowledge Asset Management
C. Proliferation of Networks and the Internet
D. Security and Privacy
3. Which of the following options are the two basic factors of the Porter's Forces for driving industry competition? 1. Servicing 2. Delivery 3. Low cost 4. Product differentiation
A. Options 2 & 3
B. Options 1 & 2
C. Options 3 & 4
D. Options 1 & 4
4. The accounting system is _____ whereas the demand forecasting system is _____
A. Open-Close
B. Deterministic, Probabilistic
C. Probabilistic-Deterministic
D. Close-Open
5. TPSs are the basic business systems that serve which level of the organization?
A. Senior Management
B. Middle Management
C. Operational
D. Knowledge Management
6. 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

Q.1**(b)**

Explain the following terms.

04

1. MIS
2. Transaction processing system
3. BPR
4. Ergonomics

Q.1**(c)**

What is firewall? Explain

04**Q.2****(a)**

Describe various characteristics of MIS as an instrument for

07

- (b) How do Executive support system help Senior Managers make better decisions? **07**
- OR**
- (b) Why are information systems so essential for running and managing a **07**
- Q.3** (a) What is network topology? Name and explain principal network topologies. **07**
- (b) Define expert system and describe type of problems to which they are applicable. **07**
- OR**
- Q.3** (a) What is Phishing? Explain in detail. **07**
- (b) Explain in detail Computer crime and Hacking as the biggest issue to the information system. **07**
- Q.4** (a) Define Data and information. Explain in detail the various attributes of information. **07**
- (b) Explain how company can use information system to improve its core competencies with examples. **07**
- OR**
- Q.4** (a) Differentiate between Physical LAN and Wireless LAN. Discuss various tools required for Wireless networking with their merits and demerits. **07**
- (b) What is the role of Information Systems in helping people working in group make decisions more efficiently? **07**
- Q.5 Situation Analysis for an E-Commerce Operation** **14**
- You are a newly incumbent e-commerce manager in an organization that has operated a B2B e-commerce presence for two years in all the major European countries. The organization sells office equipment and has been as establisher mail-order catalogue operation for 25 years. The UK, Germany, France and Italy each have their own localized content.
- Discuss the e-commerce related questions you would like to research for the success of B2B model based on following headings:
1. Internal Analysis
 2. External Analysis (micro-economic factors)
 3. External Analysis (macro-economic factors)
- OR**
- Q.5** For EACH of the following situations, briefly describe and justify the most suitable Management Information System sub-type that could be implemented: **14**
1. 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?"
 2. A company wants to provide expert help to its technicians when diagnosing and repairing faults in complex electronic control systems, without having to commission and wait for the human expert to attend each time.
 3. 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.