

Seat No.: \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA (PART TIME) – SEMESTER 2 EXAMINATION– WINTER 2018****Subject Code: 3529903****Date: 26/12/2018****Subject Name: Management Information System****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.

<b>Q. No.</b>		<b>Marks</b>
<b>Q.1</b>	<b>Explain Terms</b> (a) E-Business (b) GIS (c) ERP (d) Service Oriented Architecture (e) CLTV (f) Semi Structured Decision (g) KMS	<b>14</b>
<b>Q.2</b>	(a) Give the Meaning of Information System. Explain the basic components of Information System	<b>07</b>
	(b) Explain why organizations invest very heavily on Information system	<b>07</b>
	<b>OR</b>	
	(b) Explain the three dimensions of information system with respect to Indian Premier League (IPL) Cricket or any other organized sports of India	<b>07</b>
<b>Q.3</b>	(a) Explain in brief hierarchal information systems. Also explain the flow of information with respect to hierarchal information systems	<b>07</b>
	(b) Explain Gorry and Scott Morton Framework of MIS with examples	<b>07</b>
	<b>OR</b>	
<b>Q.3</b>	(a) Explain in brief Expert System and AI technologies	<b>07</b>
	(b) Explain any one functional information system	<b>07</b>
<b>Q.4</b>	<b>WHIRLPOOL CORPORATION: RUSH TO ERP LEADS TO SHIPPING SNAFUS</b>  Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of over \$11 billion, 68000 employees and nearly 50 manufacturing and technology research centers around the globe. While they may be experts on gentle spin cycles so that no damage is done to your clothes, they are less facile to recognizing the dangers of moving too fast in an ERP implementation. When it was announced that the ERP system was almost ready to implement, Whirlpool executives made a risky and ultimately damaging business decision by going live with an SAP R/3 enterprise resource planning (ERP) application over the three day Labor Day holiday even though several small problems would have delayed Whirlpool's "go live" date by only one week but pressure to take advantage of the	<b>07</b>

long weekend and get off its legacy systems pushed the appliance maker to go ahead with its original plan.

The rush to implement resulted in a crippled shipping system that left appliances sitting in warehouses and stores with six-to eight –week delays for receiving orders. The important issue, however, is that the problem could have been avoided. Three months before Whirlpool was scheduled to go live, SAP assigned a post implementation consultant to check for any functionality problems that might affect the launch. The testing raised two red flags. Two batch processing transaction were taking a long time to feed into the decision-support database and customer service system. While recommendations on how to fix the issues were made, Whirlpool managers decided to hold off on the fix. They reasoned that a lot of ERP systems go live with minor bugs without any problems

The Labor Day weekend system launch went well and things seems to be running smoothly for several days after the lunch when 1000 system users processed appliance orders. But by the middle of the month, with 4000 users, performance started to deteriorate. That's when stores selling Whirlpool appliances started feeling the pinch. Foremost appliance in Virginia, which gets a third of its revenues from Whirlpool sales, had shipments from Whirlpool's distribution center in Pennsylvania, delayed for six to eight weeks. Whirlpool appliance distributors were forced to advise customers who needed their appliances quickly to look at other brands. This cost Whirlpool large losses of potential sales

- (a) Explain the term ERP with respect to the above case. Explain its benefits. **07**
- (b) Explain various costs which are incurred by Whirlpool in the implementation of ERP

**OR**

- Q.4** (a) What are the various reasons of ERP failure with respect to Whirlpool Corporation **07**
- (b) Being a Chief Technology Officer (CTO) at Whirlpool Corporation what suggestions you would provide to implement the ERP **07**

**Q.5 BEHAVIORAL TARGETING: YOUR PRIVACY IS THE TARGET**

Ever get the feeling somebody is trailing you on the Web, watching your every click? Do you wonder why you start seeing display ads and pop-ups just after you've been searching the Web for a car, a dress, or cosmetic product? Well, you're right: your behavior is being tracked, and you are being targeted on the Web as you move from site to site in order to expose you to certain "targeted" ads. So how common is online behavioral tracking? In a path-breaking series of articles in the Wall Street Journal in 2011, researchers examined the tracking files on 50 of the most popular U.S. Web sites. What they found revealed a widespread surveillance system. On the 50 sites, they discovered 3,180 tracking files installed on visitor computers. Only one site, Wikipedia, had no tracking files. Some popular sites such as Dictionary.com, MSN, and Comcast installed more than 100 tracking files! Two-thirds of the tracking files came from 131 companies whose primary business is identifying and tracking Internet users to create consumer profiles that can be sold to advertising firms looking for specific types of customers. The biggest trackers were Google, Microsoft, and Quantcast, all of whom are in the business of selling ads to advertising firms and marketers. Google, given its dominance in search, knows more about you than your mother does. Another third of the tracking files came from database firms that gather and bundle the information and then sell it to marketers. Many of the tracking tools gather incredibly personal information such as age, gender, race, income, marital status, health concerns (health topics you search on), TV shows and movies viewed, magazines and newspapers read, and books purchased.

A follow-up study in 2012 found that online tracking had doubled since 2010, with over 300 firms placing tracking files on the top 50 Web sites. A \$31 billion dollar online ad industry is driving this intense data collection. Facebook uses its Like button to follow users around the Web even if you log off. Its social networking site is one giant tracking system that remembers what you like, what your friends like, and whatever you reveal on your Wall. While tracking firms claim the information they gather is anonymous, this is true in name only. Scholars have shown that with just a few pieces of information, such as age, gender, zip code, and marital status, specific individuals can be easily identified. Moreover, tracking firms combine their online data with data they purchase from offline firms who track retail store purchases of virtually all Americans. Here, personal names and other identifiers are used.

The growth in the power, reach, and scope of behavioral targeting has drawn the attention of privacy groups, members of Congress, and the Federal Trade Commission (FTC). Currently, there are no laws or regulations in the United States that prevent firms from installing tracking files on your computer or using that information in any way they please, but this situation is beginning to change. There is now considerable legislative and government interest in protecting the privacy of consumers, driven in part by public fear of the loss of privacy and the lack of transparency in the world of Web tracking.

In April 2011, Senators John Kerry and John McCain proposed the Commercial Privacy Bill of Rights Act of 2011. The legislation would allow consumers, on a site-by-site basis, to demand Web sites stop tracking them and selling their information online. In July 2012, eight members of Congress launched an investigation of data brokers who collect both online and offline data on consumers. In March 2012, the FTC released a final report based on its work in the previous two years. The report describes industry best practices for protecting the privacy of Americans and focuses on these five areas: Do Not Track, mobile privacy, data brokers, large platform providers (advertising networks, operating systems, browsers, and social media companies), and the development of self-regulatory codes.

The report called for implementation of an easy to-use, persistent, and effective Do Not Track system; improved disclosures for use of mobile data; easier accessibility for people to see the files about themselves compiled by data brokers; development of a central Web site where data brokers identify themselves; development of a privacy policy by large platform providers to regulate comprehensive tracking across the Internet; and enforcement of self-regulatory rules to ensure firms adhere to industry codes of conduct. The report warned that, unless the industry developed a Do Not Track button for Web browsers by the end of the year, and developed policies for reining in rampant online tracking without user consent by data brokers, it would seek legislation to force these requirements on the industry.

The FTC report is supported by the White House, which issued its own framework for protecting online privacy in February 2012. One provision of this framework is the development of a one-click, one-touch process by which users can tell Internet companies whether they want their online activities tracked. In July, Microsoft announced that its Internet Explorer 10 would ship with a Do Not Track option already selected, requiring users to opt out if they want to be tracked. Facing fines, congressional investigations, and public embarrassment over their privacy-invading behaviors, with the potential loss of some business and credibility, the major players in the e-commerce industry in the United States are beginning to change some of their policies regarding the treatment of consumer data.

- (a) Why is behavioral tracking such an important ethical dilemma 07
- (b) Explain various malicious software's which is helping the hacker or the government to track your behavior on-line 07

**OR**

- Q.5**
- (a) Explain the moral dimensions of information system with respect to the above case 07
  - (b) Which are the various technologies that can be used by the individual so that the behavioral tracking can be stopped 07

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