

AP-253

**M.B.A. First Semester (New Course) Examination**

**MANAGEMENT INFORMATION SYSTEM**

**Paper—MBA / 107**

Time : Three Hours]

[Maximum Marks : 70

**Note :—**(1) **ALL** questions are compulsory.

(2) Figures to right indicate marks.

**SECTION—A**

1. (a) Define Management Information System. Explain the importance of MIS in On-line Business (E-Commerce) and in Academics. 14

**OR**

- (b) Explain the role of MIS in modern age in day to day business functions. How information system helps to modify the present business process of an enterprise ? 14

**SECTION—B**

2. (a) Mention the various steps involved in designing an MIS for an organisation. 7
- (b) Describe MIS-Life cycle in general. 7

**OR**

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(Contd.)

- (c) Explain system development model with neat diagram. 7
- (d) Explain the concept of Quality in MIS. 7
3. (a) How organisational decision making process differs from individual decision making process ? Explain with an example. 7
- (b) Enumerate the various decision making models. 7

**OR**

- (c) Explain Decision making process. Describe its characteristics. 7
- (d) Discuss how the Information support system facilitates Decision making. 7

**SECTION—C**

4. (a) Explain the different phases involved in the construction of decision support system. 7
- (b) "Expert systems can be used for improving financial planning or steps of the product life cycle of a business, cost reduced solution ..... etc." Do you agree with the statement ? Explain. 7

**OR**

**Questions :**

- (a) Analyse the case critically. 3
- (b) What type of problem faced by company before ERP implementation ? Which process they have adopted for ERP implementation ? 5
- (c) "MIS and ERP are now a days integral part of the doing the modern business to sustain in competitive market." Comment. 6

- (c) What is an Executive information system ? What are the limitations of Executive information system in business process ? 7
- (d) "Artificial intelligence is the Science and Engineering making intelligent machine as per needs of the organisation." Justify the statement. 7

### SECTION—D

5. HERO-Group, leading Indian two wheelers automobile manufacturer around base 20 million customers was facing the trouble to afford real time availability of important information, like if customer wants to lodge the complaint of defective part of bike, then in that case he would have to approach Hero office, then check the availability of spare, then they contact to their distributor/dealer, then check the stock, if not available keep him on hold ..... etc, in short customer was not getting quick solution because of lack of information.

To overcome such issue, the company decided to provide solution by using information technology and system like—SAP Handler (ERP), SMS Handler and DB Handler.

In SAP R<sub>3</sub> (ERP) the transaction happen related production, sales or anything else. Technically there is remote function service which goes to SAP, pick up the

data from SAP, pushes it to SMS Server and using SMS gateway, they push it to the individual to customers mobile phone text about his queries. Implementation of three information function was difficult task, but the ERP integration and fetching on line data done accurately by managing the cross functional team. From each department two senior experienced personnels appointed for implementation of information for smooth operational activities.

After successful implementation of ERP, the biggest benefit get to sales and marketing, real time information, it also helps to dealer for assistance, service intimation to all employees, status of planned vs. actual production. In short all functions happened in organisation, all information provides transparently to all the employees working in various department.

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In company shareholders are putting cost pressure coming on implementation of new tools of information, but board of directors has answered to them that "The new information technology not only differentiate to them but also plays major role even in regular operation, giving latest features in advance against competitors in product." Hero group feel proud of the fact that they chose to ride on a road less travelled, a road that paved the way for innovation.