

The company is keen to take advantage of its design of new products but is already beginning to see competition increased in its current market. The management team has been discussing more and more regularly, the challenge that they are experiencing associated with identify and understanding the most important measure for its business including individual product profitability, customer turnover and profitability, market shares. To-date there has been a lot of debates but a lack of decisions.

- (i) What key areas do you believe they should focus across the whole business ? 7
- (ii) How could online/mobile reporting tools support the organisation to manage the distributed workforce (manufacturing and sales team) ? 7

AQ-1333A

**M.B.A. Semester-I Examination**  
**MANAGEMENT INFORMATION SYSTEM**  
**Paper-MBA/107**

Time : Three Hours]

[Maximum Marks : 70

**Note :-** (1) Attempt ALL questions.

(2) Figures to the right indicate marks.

**SECTION—A**

1. What is the importance of MIS functions for a business organization ? What are the characteristics of information system in an organization ? Explain. 14

**OR**

Explain the information system. How is it required in business functions ? 14

**SECTION—B**

2. (a) Explain the phases of MIS life cycle. 7
- (b) XYZ Travel Agency is interested to implement computerised ticket booking and parcel system for its offices. As an expert design information system for XYZ Travel Agency. 7

**OR**

- (c) System analysis plays a vital role in the development of MIS. Discuss. 7
- (d) MIS Computers Ltd. provide sales and services. This company wants to increase its sales using information system. You have to suggest important phases of MIS system to increase sales of this company. 7
3. (a) Highlight the support of MIS in strategic planning and strategic decision making. 7
- (b) ABC Transportation Services Pvt. Ltd. is offering transport services all over the country by road transport. The company is facing the problem regarding identify and location of its fleets on road. The company has taken decision to adopt some new technology that may help to solve this problem. Discuss how can MIS help in this type of decision making process. 7

**OR**

- (c) What are "Intelligence and design" phases of decision making ? Discuss. 7
- (d) Blue Dart Courier services want to expand its business in other cities. As a consultant suggest the stages in organizational decision making process. 7

**SECTION—C**

4. (a) Write notes on :
- (i) DSS (Decision Support System) 3
- (ii) EIS (Executive Information System) 2
- (iii) KBIS (Knowledge Based Expert System) 2
- (b) Explain the Expert System with an example. 7

**OR**

- (c) What is Decision Support System ? Discuss about the characteristics of DSS. 7
- (d) Briefly discuss the MIS and Artificial Intelligence. List the advantages of AI. 7

**SECTION—D**

5. YZ Trading limited is a young and dynamic exporting company in the mobile market. The company has been growing very quickly, since it had a breakthrough with its initial product in 2010. Since the company has developed a number of new and ancillary products and has successfully managed to commercialize the products in UP and Chennai and across the main markets of India. YZ trading has manufacturing plant and sales office in Chennai and mixture of direct sale and channel partners in the UP and Maharashtra. The addition both transaction were successfully completed in 2014.