

M.B.A. (Semester—I) Examination
MANAGEMENT INFORMATION SYSTEM
Paper—MBA/107

Time : Three Hours]

[Maximum Marks : 70

Note :—(1) All questions are compulsory.

(2) Figures to the right indicate marks.

SECTION—A

1. (a) What is Information System ? How Information System helps to modify business process ? 14

OR

- (b) What is meant by MIS in academics ? Explain with the help of diagram. 14

SECTION—B

2. (a) Explain the system development phases with neat diagram. 7
- (b) A Mobile SIM card company established market in a country. After few months company want to know about customer feedback. As a customer care head, you need to design information system for customer feedback. 7

OR

- (c) What is the need of information ? How information helps in designing MIS ? 7
- (d) Young entrepreneur wants to start-up his carrier service company; for that he wants to design MIS system for better management and customer satisfaction. You have to draw MIS system for your young entrepreneur friend. 7
3. (a) What are the different stages used in decision making process ? 7
- (b) CTS IT Company want to open new branches in other cities to expand business and deliver satisfactory services to the customers. As a consultant suggest the different stages in organisational decision making process. 7

OR

- (c) Information system support for decision making phases. Discuss. 7
- (d) State transportation company is offering bus services in the State. Company want to offer the current location and reaching timing of the bus for customers. To improve their services company wants to adopt new technology. How can MIS help in this type of decision making process ? Discuss. 7

SECTION—C

4. (a) What are the differences between artificial intelligence and human intelligence ? 7
- (b) Comment on the interrelation of Decision Support System and explain how it helps the organisation to accomplish its goal. 7

OR

- (c) Explain the concept of Decision Support Management System. 7
- (d) The internet and enterprise system provide capabilities for executive support system. Discuss. 7

SECTION—D

5. District Co-operative Bank made several considerations before choosing an ERP because they were aware that customers are extremely sensitive with transaction details. They carefully examined their needs, their common activities and detected several possibilities of improving the quality of their daily tasks. They finally found a ERP compatible with their specifications and they even evaluated how their future operation would perform if they implemented the chosen system. The implementation process took almost a year in this case, due to the volume of operations and the major steps to be taken. However there is one thing to keep in mind and this is that bank never rested during the learning and adoption process. That is why they experienced a substantial increase in their customers and profit in a short period of time.

Questions :

- (a) What are the advantages that District Co-operative Bank got after implementing an ERP ? 7
- (b) What factors were taken into consideration by District Co-operative Bank before choosing an ERP ? 7