



**T.E. (Information Technology) (Semester – II) Examination, 2010**  
**MANAGEMENT INFORMATION SYSTEMS**  
**(2003 Course)**

Time : 3 Hours

Max. Marks : 100

- Instructions :** 1) Answers to the **two** Sections should be written in **separate** sheet.  
2) Use of logarithmic tables, slide rules and electronic pocket calculator is **allowed**.  
3) **Neat** diagram must be drawn **wherever** necessary.  
4) Black figures to the **right** indicate **full** marks.  
5) Assume suitable data, if **necessary**.

**SECTION – I**

1. a) What is information system ? What is the importance of information system in an organization ? 6
- b) Explain benefits of executive Information Systems. 6
- c) Every organization differs in their structures for many reasons. Why it is so ? Explain with suitable example. 6

**OR**

2. a) “MIS creates an impact on the organizational function, performance and productivity”. Do you agree to this statement ? Explain. 6
- b) How do you ensure uptime of hardware resources of the department you are working as a manager ? 6
- c) What is Corporate Planning and explain various dimensions of planning ? 6
3. a) What is Human resource management ? Explain various information systems required for HR manager of the software industry. 8
- b) How MIS plays important role in marketing management ? List few transaction documents, which are very necessary for such systems. 8

**OR**



4. a) ABC Company Ltd. looks after the transport service. They have many vehicles which ply daily to various places in India. CEO of the company had appointment managers to look after the allotment and booking of various vehicles, route plan, vehicle maintenance and other employee related activities.

What systems would you propose that would serve the company's needs ? Considering that the company already has CBIS ( Computer Based Information Systems) installed , will you contemplate complete overhaul of the systems or add functionalities of the existing systems ? Justify your line of action.

8

- b) What are the goals of Airline services ? Which information systems need to be developed to achieve airline service goals ?

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5. a) Explain at least four benefits of implementing ERP in an organisation. Give example to justify your answer.

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- b) With suitable diagram explain which systems can be integrated to form Enterprise Management System.

8

OR

6. a) BPO service industry is doing exceptionally well in India. Why ? What are the advantages of BPO services ?

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- b) Explain the process of ERP implementation.

8

## SECTION – II

7. a) How traditional purchasing and purchasing goods from web/Internet differs, in supporting each step of buying process ? Explain in detail.

6

- b) What is Customer Relationship Management ? Explain various phases involved in CRM.

12

OR

8. a) List and explain essential activities that are carried on for successful operation and management in e-commerce process.

12

- b) How do organization implement the change required using IT (Information Technology) to transform organization and create new structure ?

6



9. a) Explain 'what if analysis' and sensitivity analysis' used in DSS. In what ways does using an electronic spreadsheet package provide you with the capabilities of such analysis? 8
- b) Explain Herbert A. Simon model for decision making. Also explain main features of DSS. 8

OR

10. a) Give some of the limitations and dangers you see in the use of Artificial Intelligent Technologies such as expert system, virtual reality and intelligent agents ? Explain. 8
- b) How data warehouse and data mining concepts helps in DSS. Give specific example. 8
11. a) Why computerised information systems are more vulnerable to many more kinds of threats than manual systems ? Name some of the key areas where large amounts of data stored in electronic form are most vulnerable. 8
- b) Explain ethical responsibility of business professionals. 8

OR

12. a) Read the following news snippets and answer the questions : 8
- On 20 November, 1985, the Bank of New York lost over \$ 5 million as a result of an error in the software of the digital system that registered all the bank's financial transactions.
  - In 1992, a software problem created total chaos in the communication system of ambulance services in London. The delay in communications caused the death of 30 people.
  - On 7 August, 1996, the computer system of Internet-provider America Online (AOL) failed for 19 hours when new software had been installed. Over 16 million subscribers were affected. Before this took place, the AOL experts had strongly suggested that the system was immune to this kind of disaster.

Is it justified to say that digital systems are unreliable and carries enormous risks ? What countermeasures should be put in place to minimize damages due to failure of digital systems ? Give your answer for each of the above three situations.

- b) Describe the 'Privacy issue' of information system management in global sharing of information. 8