Total No. of Questions – [3]   Total No. of Printed Pages: 1

G.R. No.	

PAPER CODE | U 321-244(ESE)

May 2022 (ENDSEM) EXAM
T.Y./ B. TECH. (SEMESTER - II)
COURSE NAME: Management Information Systems
COURSE CODE: ES32184ET
(PATTERN 2018)

Time: [1Hr]   [Max. Marks: 30]

(*) Instructions to candidates:
1) **Figures to the right indicate full marks.**
2) **Use of scientific calculator is allowed**
3) **Use suitable data where ever required**

Q.1   a) Enterprise systems help businesses achieve operational   [4]
       excellence? Justify

       b) How do supply chain management systems coordinate
       planning, production, and logistics with   [6]
       suppliers?

                            OR

       b) Use of Customer Relationship Management systems support   [6]
       marketing. Justify.

Q2   a) Evaluate, based on the components and phases, power of   [4]
       DSS, what make it different from MIS

                                                                         [6]

       b) Whether Structured decision making is always lead to
       correct decision? Discuss with example   [6]

                            OR

       b) Apply the four phases of decision making, as described by
       Simon for reaching to decision of closure of business unit

Q.3   a) Whether some ethical issues raised by smart products, such   [4]
       as their impact on consumer privacy, How?

                                                                         [6]

       b) Analyse with the suitable case, how digital technology can
       change a business model and the way it runs its business   [6]
                            OR

       b) Opine with justification , smart products changing
       operations
       and decision making for these organizations.