

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

M.B.A -IInd SEMESTER-EXAMINATION – MAY/JUNE- 2012

Subject code: 2820002

Date: 29/05/2012

Subject Name: Management Information System

Time: 10:30 am – 01:30 pm

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q.1 Read the case given below and answer the questions:

Precision Watches Ltd. (PWL)

Precision is an established brand in wristwatches and claims that PWL could achieve this status due to various management initiatives undertaken to make it an IT-enabled Internet driven E-enterprise. PWL has become more customers centric. In E-environment we come to know what customer wants and what changes are taking place in the market. This is possible as we get online information in real time mode about choice of product made or expressed by the customer, rate of sale of products by location, segment and market, and unsuccessful sale events by reason and so on. With established communication network. PWL, knows customer preferences. product movements, modifications and is able to respond faster to customer requirements and expectations. PWL has four factories at Bangalore, Jammu, Gurgaon), and Mumbai

Due to networking of all work centers, sales points, dealers, distributors and use of enterprise business process application suite. PWL has management information daily on

Product Inventory: Brand, Model, Price, and Location

Product Sale: Fast Moving and Slow Moving

Market: Segment, Areas, and Locations

Customer: Preferences, Profile, and Lost Customers

PWL claims that all this is possible due to implementation of ERP package SAP. The implementation goal of SAP ERP was to

- Make information access available to all concerned.
- Provide information integrity for all users.
- Integration of complete supply chain.
- Reduce inventory of watches, and know at all sales point 'Where is what?'

With ERP implementation, IT is an integral part of the enterprise making it E-business enterprise. Management of PWL is able to handle efficiently dispersed, disparate and heterogeneous customer preferences. Management is able to compete in a dynamic wrist watch market where competition from gray market and international brands is very strong.

Using IT-enabled applications Internet technologies integration of supply chain is a challenge. To boost these strategic initiatives PWL implemented B2B solutions to leverage Internet for order handling, configuring, tracking, and delivering. PWL is also thinking of implementation of Radio Frequency Identification Device (REID) technology, as it believes REID is the technology of the future and is more efficient for handling variety of watches and high value of inventory.

PWL is convinced that strategic use of IT and Internet has made PWL an E-business enterprise

where IT and Internet are business drivers and enablers as well. Management claims that success of enterprise is due to user and customer participation in E-Enterprise solution.

PWL now has online Management Information systems support when weekly meetings are held for business review, operation review, and customer issues.

- (a) Define the role of MIS for PWL. Identify Different Information Systems at each level which PWL may be using. **07**
- (b) Explain how SAP-ERP and MISs, together helps PWL to handle dynamic nature of the business. **07**

- Q.2** (a) Define Expert System and describe the types of Problems to which they are applicable. **07**
- (b) Classify the types of Information Systems and their characteristics of information used at different levels in an organization. **07**
- OR**
- (b) Classify and Explain the attributes of Information in Three Dimensions **07**

- Q.3** (a) Explain the Three Components of Decision Support System. **07**
- (b) Explain TPS with suitable example. Illustrate how MIS obtains their data from various organizations TPS **07**
- OR**
- Q.3** (a) How do Executive support system help Senior Managers make better decisions? **07**
- (b) What is the role of Information Systems in helping people working in group make decisions more efficiently? **07**

- Q.4** (a) Define Wi-Fi, Bluetooth and describe the capability of each and which types of applications each is best suited. **07**
- (b) Explain the different types of physical media used in Telecom and Networks and compare them in terms of speed and cost. **07**
- OR**
- Q.4** (a) Draw and Explain the Network Topologies and compare each of them **07**
- (b) Define LAN, WAN & MAN. Describe the components and the functions of each component of LAN. **07**

- Q.5** (a) Explain an approach to ERP implementation and state the six major hassles in ERP implementation. **07**
- (b) Identify the seven types of hackers and explain what motivates each group. **07**
- OR**
- Q.5** (a) Explain the Operational Benefits, Business Benefits, and Management Benefits of ERP. **07**
- (b) Define Computer Crime and list three types of Computer crime that can be perpetrated from inside and three from outside the organization. **07**
