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08MBA15

**First Semester MBA Degree Examination, December 2011**  
**Management Information System**

Time: 3 hrs.

Max. Marks:100

**Note: 1. Answer any FOUR full questions from Q.No.1 to 7.**  
**2. Q. No.8 is compulsory.**

- 1 a. Define the term data and information. (03 Marks)  
b. Write short notes on internet, intranet and extranet. (07 Marks)  
c. Explain the classification of information system. (10 Marks)
- 2 a. Explain the meaning of system analysis. (03 Marks)  
b. Describe the input/output devices, with diagrams. (07 Marks)  
c. What is software? Explain the types of software. (10 Marks)
- 3 a. Define ERP with its benefits. (03 Marks)  
b. Explain all the phases in the system development life cycle. (07 Marks)  
c. What do you mean by DFD? Explain the DFD for maintaining the saving bank. (10 Marks)
- 4 a. What do you mean by data warehousing? (03 Marks)  
b. What are the roles of database administrator? (07 Marks)  
c. Explain the waterfall model and spiral model, with neat diagrams. (10 Marks)
- 5 a. What is cyber theft? Explain. (03 Marks)  
b. MIS looked upon as a strategic need of management today. Justify. (07 Marks)  
c. How information system can be helpful in manufacturing industry. Explain. (10 Marks)
- 6 a. What are SSAD? (03 Marks)  
b. Describe the data driven CRM model and process driven CRM model, with diagram. (07 Marks)  
c. Explain the major roles of information system, with a pyramidal diagram. (10 Marks)
- 7 a. What is prototyping? Give one example. (03 Marks)  
b. Define ergonomics. Explain the health issues in an IT firm. (07 Marks)  
c. Explain how the various modules of information system can facilitate SCM. (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.  
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.

## 8 Case Study:

A waiter takes an order at a table and then enters in online via one of the six terminals located in the resultant dining room. The order is routed to a printer in the appropriate preparation area: the 'cold item' printer if it is a salad, the 'hot-item' printer if it is a hot sandwich or the 'bar' printer if it is a drink. A customer's meal check-listing (bill) the items ordered and the respective prices are automatically generated. This ordering system eliminates the old three-carbon copy guest check system as well as any problems caused by a waiter's handwriting. When the kitchen runs out of a food item, the cook sends out an 'out of stock' message, which will be displayed on the dining room terminals when waiters try to order that item. This gives the waiter faster feedback, enabling them to give better service to the customer. Other system features aid management in the planning and control of their restaurant business. The system provides up-to-the-minute information on the food items ordered and breaks out percentages showing sales of each item versus total sales. This helps management plan menus accordingly to customer's tastes. The system also compares the weekly sales total versus food costs, allowing planning for tighter cost control. In addition, whenever an order is voided, the reasons for the void are keyed in. This may help later in the management decisions, especially if the void is consistently related to foods or service. Acceptance of the system by the users is exceptionally high since the waiter and waitress were involved in the selection and design process. All potential users were asked to give their impression and ideas about the various systems available before one was chosen.

## Questions :

- a. In the light of system, describe the decisions to be made in the area of strategic planning managerial control and operational control? (10 Marks)
- b. What would make the system a more complete MIS rather than just doing transaction process? (05 Marks)
- c. Explain the probable effects that making the system more formal would have on the customers and the management. (05 Marks)

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