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10MBA15

First Semester MBA Degree Examination, January 2011
Management Information System

Time: 3 hrs.

Max. Marks:100

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

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|---|------------------------------------------------------------------------------|------------|
| 1 | a. Define the term data and information. | (03 Marks) |
| | b. Explain the components of information system. | (07 Marks) |
| | c. Explain three major roles of information systems. | (10 Marks) |
| 2 | a. What is meant by operating system? | (03 Marks) |
| | b. Write short notes on : i) Intranet ; ii) Extranet. | (07 Marks) |
| | c. Define network. Explain the various types of networks. | (10 Marks) |
| 3 | a. What is meant by GDSS? | (03 Marks) |
| | b. Write short notes on : i) Database administrator ; ii) Database designer. | (07 Marks) |
| | c. What is meant by software? Explain various types of softwares. | (10 Marks) |
| 4 | a. What is system analysis? | (03 Marks) |
| | b. What is DFD? Draw its symbol and explain, with an example. | (07 Marks) |
| | c. What is meant by system analyst? Explain the role of system analyst. | (10 Marks) |
| 5 | a. What is meant by knowledge management system? | (03 Marks) |
| | b. Explain the waterfall model of system development. | (07 Marks) |
| | c. Explain the impact of MIS in the applications of service sector. | (10 Marks) |
| 6 | a. What is meant by decision table in SSAD? | (03 Marks) |
| | b. Explain the information system of a typical service sector like hotels. | (07 Marks) |
| | c. What is ERP? Explain four major applications of ERP. | (10 Marks) |
| 7 | a. What is hacking of a computer (crime)? | (03 Marks) |
| | b. Write short notes on : i) Ergonomics ; ii) Cyber terrorism. | (07 Marks) |
| | c. What is meant by SDLC? Explain the various stages of SDLC. | (10 Marks) |

8

CASE STUDY

All of us are familiar with the services at restaurants and most of us have encountered inconvenient scenarios such as long waits, cold food or even service of wrong order. These inconveniences are the result of a conventional process that works like this : a server takes your juice order and then walks to the juice counter to place the order. He knows that after approximately five minutes your juice will be ready, so in the meantime the server takes an order from someone else and then heads back to the juice counter. If your order is not ready, the server comes to your table, apologizes for the delay, and takes your food order. That order is written on a piece of paper, which the server carries to the kitchen and places on a table, which the chef rotates into view when he is ready to begin preparing the next order. After 10 or 15 minutes, the server may find that the kitchen is out of this selection, so he comes to your table and asks you to reorder. Sometimes the server makes a mistake in writing your order or the chef reads the hand written order incorrectly. In such case, after a long wait, the consumer is very frustrated at getting the wrong food. In the end, no one is happy.

Questions :

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|----------------------------------------------------------------------------|------------|
| a. Evaluate existing system. | (05 Marks) |
| b. Discuss how information technology can support the organization. | (05 Marks) |
| c. What are the I/p, O/p and storage devices you suggest? | (05 Marks) |
| d. Assuming that you are a system analyst, explain your role in this case. | (05 Marks) |

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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.

USN

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First Semester MBA Degree Examination, December 2010
Management Information System

Time: 3 hrs.

Max. Marks:100

Note:1. Answer any Four questions, from Q.No. 1 - 7.
2. Question number 8 is compulsory.

- 1 a. What is software piracy? (03 Marks)
b. What is internet? Explain about intranet and extranet. (07 Marks)
c. Explain the types of topologies, used in communication networks, with diagrams. (10 Marks)
- 2 a. Expand and explain Wi – Fi. (03 Marks)
b. Explain the two major types of software. (07 Marks)
c. Explain different kinds of information systems. (10 Marks)
- 3 a. Differentiate between data of information. (03 Marks)
b. What is CRM? Explain its applications. (07 Marks)
c. What is SCM? Explain the entities of SCM, with a diagram, depicting the upstream and the down stream activities. (10 Marks)
- 4 a. What is hacking? (03 Marks)
b. What is ERP? Explain its features. (07 Marks)
c. Explain the information system for manufacturing and service sectors. (10 Marks)
- 5 a. Explain the B2C category of e – commerce application. (03 Marks)
b. Explain the three feasibility studies to evaluate the IT selection, for an organization. (07 Marks)
c. Discuss the components of an information system. (10 Marks)
- 6 a. What is intellectual property? (03 Marks)
b. What is e – commerce? Explain the three basic categories of e – commerce (B2C, B2B, and C2C). (07 Marks)
c. Explain the process of IT implementation plan. (10 Marks)
- 7 a. Briefly explain the features of an operating system. (03 Marks)
b. Explain the considerations of confederation design, during the automation process of an organization. (07 Marks)
c. Explain the role of a database administrator. (10 Marks)

8 CASE STUDY :

Census Takers go Wireless

The next census, to be taken in 2010, is expected to cost the United States between 11 and 12 billion dollars. In an effort to reduce this cost and the amount of errors in the census data, the census takers will be switching from pencil and paper to wireless networks.

Every ten years, the U.S Census Bureau mails packages of forms to U.S citizens, to complete and return. Roughly 65% of the people return the forms. Census bureau visits others, to collect the required information. In the past census, it used to enter the details into a computer at day's end. In 2010, census takers use a specially designed wireless hand held device. The hand held computers are an integral part of a reengineering 2010 census.

The pocket size hand helds will run windows 5.0 operating system. This OS was chosen primarily, because, it can run customized off – the – self applications. This includes a software for security and a 10 hour battery to support a full day. These devices have no key board or the numeric pad. Census workers will enter the data using a stylus on a touch screen. The display is designed to be extra bright and easy to see in the sunlight. The devices use a cellular data radio to send and collect the data to the census office.

Although the devices use a regular cell phone service, they will not include voice communication capability. But still census takers will be able to receive the data, such as that the resident has already filed a paper census survey and can be skipped.

The data collected at each home will be encrypted and stored in the device and transmitted over the network immediately, or at set intervals. If the census taker fails to send the data, the hand held device will do it on its own. No removable storage device is provided, nor it is possible to upload the data other than that of the census bureau. A traditional phone line connection's, custom installed in areas, where, cell services are not available. The purchase of 500000 mobile devices is considered by experts to be the largest deployment of wireless hand held devices in a system to date.

Questions :

- a. What benefits do the hand held devices provide the census bureau, over its previous methods? (05 Marks)
- b. How will the new system affect the hiring of census takers and the level of satisfaction of census bureau employees? (05 Marks)
- c. Explain the features of the hand held devices used for taking the census. (05 Marks)
- d. List atleast 2 strengths, 2 weaknesses, 2 opportunities and 2 threats, of using hand held devices for taking the census. (05 Marks)
