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First Semester MBA Degree Examination, June 2012
Management Information Systems

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 MIS. (03 Marks)
- b. How does information influence the type of decisions made in organizations? (07 Marks)
- c. Discuss the various applications of IS in any one service industry of your choice. (10 Marks)
- 2 a. Contrast WAN and MAN. (03 Marks)
- b. "MIS is the backbone of today's business". Substantiate. (07 Marks)
- c. Explain with a neat sketch, the spiral model of system development. (10 Marks)
- 3 a. Differentiate between expert system and decision support system. (03 Marks)
- b. Discuss the functions of systems software and application software. (07 Marks)
- c. Draw a DFD for customer order processing. (10 Marks)
- 4 a. What is SSAD? (03 Marks)
- b. Explain the subsystems of a HRM information system. (07 Marks)
- c. Explain the different information systems at various hierarchical levels in organizations. (10 Marks)
- 5 a. What is a feasibility study? (03 Marks)
- b. Explain the phases in a CRM application. (07 Marks)
- c. Discuss the health and social issues of personnel in an IT firm and suggest measures to overcome them. (10 Marks)
- 6 a. What is hacking? (03 Marks)
- b. Explain any two wireless technologies with their relevant applications. (07 Marks)
- c. Discuss the factors to be considered to evaluate hardware and software of an information system. (10 Marks)
- 7 a. What is a hypertext? (03 Marks)
- b. "e governance leads to better quality of life." Comment. (07 Marks)
- c. Explain the various stages of system analysis and design. (10 Marks)

8 Case Study:

Dragon Paints is a multi-national corporation manufacturing paints for both interior and exterior walls. Materials are sourced worldwide and customers are across the globe. With its head office at Beijing, it has manufacturing facilities at five locations worldwide.

The two decade old company has witnessed phenomenal growth in the last five years. With expanding markets, widening supplier base, Dragon Paints was moving to be the market leader.

Cheng, the strategic director of Dragon Paints was firm believer in the transformational role of information systems. Though the conservative mindset of employees at Dragon was an area of concern Cheng decided to go ahead with a company-wide ERP implementation.

- a. Which are the key business processes at Dragon Paints that would be supported by the ERP system? Elaborate. (10 Marks)
- b. What are the challenges that Mr. Cheng would face during the implementation and how could he overcome them? (05 Marks)
- c. Bring out the major benefits that Dragon Paints may gain by ERP system implementation. (05 Marks)