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M.B.A. (Part - I) (Semester - II) Examination, May - 2014
MANAGEMENT INFORMATION SYSTEM (Paper - V) (CBCS) (New)
Sub. Code : 57116

Day and Date : Saturday, 17 - 05 - 2014**Total Marks : 80****Time : 10.00 a.m. to 1.00 p.m.**

- Instructions :**
- 1) **Q.No. 1 and Q.5 is compulsory.**
 - 2) **Attempt any two questions from Q.No. 2 to Q.No. 4.**
 - 3) **Figures to right indicates full marks.**

Q1) Nirma Ltd., is a leading manufacturer of soaps. The manufacturing facilities and Head Office is situated at Gandhinagar in Gujrat. The company is having a national market presence. The product range includes Soaps, Deodorants, Nail polishes and many other cosmetic items. The company has four regional offices at Pune, Kanpur, Calcutta and Madras.

Information about anticipated sales is communicated by Branch Manager to Marketing Manager at Head Office in form of a weekly Sales Forecast. Based on the forecast received from Branch Managers, Marketing Manager prepares his own forecast which is sent to Manufacturing Manager on a weekly basis. Manufacturing Manager plans his production in order to make available materials as per the forecast. In order to ensure that proper raw materials are available for production, production manager communicates materials requirements to materials manager. Materials Manager in turn informs Finance Manager about the requirements of funds. After receiving confirmation materials manager places orders on suppliers.

In recent past, the Materials Manager found that the inventory was on the higher side. When he went into the details, he was surprised with the following observations.

P.T.O.

1. The stocks of finished items were higher by about 73% than average inventory of last year.
2. The pending orders awaiting execution were also on the higher side by 58%.

Materials Manager then requested the Production Manager to check as to why he was producing items which were not needed & why he was not producing items for which orders were pending.

Production Manager went into the details to find out as to why such a situation had occurred. The observation of the Production Manager were as follows,

1. He had prepared the production plan according to the forecast given by Marketing Manager.
2. Actual orders placed by Branch Offices were not in line with the forecast. Since orders for forecasted items did not materialize, inventory had gone up.
3. Since orders were received for items not in the forecast, there was no planned production against these items. As such, the orders were remaining unexecuted.

Question:

Suggest an Information System Solution by which similar problems can be prevented in future. [20]

OR

- a) What is HRIS? Explain need, significance & elements of HRIS. [10]
- b) Life Insurance Corporation of India wants to implement financial information system. Discuss the need, significance and elements of financial information system for LIC. [10]

- Q2)** a) Explain major problem areas in information system development and implementation. [10]
- b) What are the phases involved in decision making process? Explain different types of decisions in detail. [10]
- Q3)** a) What do you mean by SDLC? Explain various phases in SDLC. [10]
- b) What is MIS? Explain characteristics and importance of MIS. [10]
- Q4)** a) What is ESS? Explain the role and advantages ESS. [10]
- b) Explain production information system in detail. [10]
- Q5)** Write short notes on (Any Four): [20]
- a) DSS.
- b) Prototyping.
- c) KWS & OAS.
- d) Characteristics of System.
- e) Information System Literacy.
- f) GDSS.

