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Seat No.	
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M.B.A. (Part - I) (Semester - II) (CBCS)
Examination, April - 2016
MANAGEMENT INFORMATION SYSTEM
Sub. Code : 57116

Day and Date : Saturday, 16-4-2016
Time : 3.00 p.m. to 6.00 p.m.

Total Marks : 80

- Instructions :**
- 1) Question No. 1 and 5 are compulsory.
 - 2) Attempt any two from Q.No. 2, 3 and Q.No.4.
 - 3) Figures to the right indicate full marks.

Q1) Case Study:

Micro Trading Limited is a young and dynamic exporting company in the mobile market. The company has been growing very quickly since they had a breakthrough with their initial product in 2002. Since then the company has developed a number of new and ancillary products and has successfully managed to commercialise these products in Ireland, the UK and across the main markets in Europe. Micro Trading has a manufacturing plant and sales office in Ireland, and a mixture of direct sales and channel partners in the UK and Germany. The additions of the UK and Germany outlets to the company were achieved through acquisition; both transactions were successfully completed in 2011.

The management team has been discussing, more and more regularly, the challenges that they are experiencing associated with identifying and understanding the most important measures for their business including individual product profitability, country product penetration, customer turnover and profitability, market shares. To-date there has been a lot of debate but a lack of decisions.

Considering above information:

[20]

- a) Discuss the need and significance of information system for Company.
- b) Suggest information system solution for company.

OR

P.T.O.

- a) What is production information system? Explain need and significance of production information system for Sugar manufacturing unit. [10]
- b) Explain need and significance of marketing information system for telephone company. [10]
- Q2)** a) What is MIS? Describe the characteristics of MIS. [10]
- b) What are the organizational, management, and technology dimensions of information systems? [10]
- Q3)** a) What major disciplines contribute to an understanding of information systems? Distinguish between a behavioral and a technical approach to information systems. [10]
- b) What do you mean by strategic information systems? Explain the importance of strategic information system in business. [10]
- Q4)** a) Explain different phases in system development life cycle. [10]
- b) What is DSS? Explain the characteristics of DSS. [10]
- Q5)** Write notes on (Any Four) [20]
- a) Financial information system.
 - b) TPS
 - c) Prototyping.
 - d) GDSS
 - e) KWS & OAS.

