



**Regu-N – 556**

<b>Seat No.</b>
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**M.B.A. (Part – I) (Semester – II) Examination, 2012**  
**MANAGEMENT INFORMATION SYSTEM (Paper – XIII)**  
**Sub. Code : 48332**

Day and Date : Thursday, 24-5-2012

Max. Marks : 70

Time : 11.00 a.m. to 2.00 p.m.

- Instructions :**
- 1) *Qu. 1 and Qu. 5 is compulsory.*
  - 2) *Attempt **any two** questions from Qu. 2 to Qu. 4.*
  - 3) *Figures to **right** indicate **full** marks.*

1. Fame Cosmetics is a leading manufacturer of cosmetics. The manufacturing facilities and head office is situated in Western Maharashtra. The company is having a national market presence. The product range includes Lip Sticks, Nail Polishes, Compacts and many other cosmetic items. The company has four regional offices at Mumbai, Delhi, Calcutta and Chennai. Information about anticipated sales are communicated by branch managers 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.

- 1) The stocks of finished items was higher by about 56% than average inventory of the last year.

P.T.O.



2) The pending orders awaiting execution were also on the higher side by 34%.

Materials manager then requested the production manager to check as to why he was producing items which were not needed and 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 observations 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 fore-case, there was no planned production against these items. As such, the orders were remaining unexecuted.

**Assignment :** Suggest a solution by which similar problems can be prevented in future.

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OR

1) A) Explain the need, significance and components of production information system.

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B) Comment on "Information system is innovative tool for gaining competitive advantage".

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2) What is DSS ? Explain need, characteristics and component architecture of DSS.

15

3) What is MIS ? Explain the significance and characteristics of MIS.

15

4) What do you mean by system development ? Explain following system development approaches.

15

a) SDLC

b) Outsourcing.

5) Write short notes on (any four) :

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a) Prototyping

b) ESS

c) TPS

d) GDSS

e) Information system literacy.