Seat No.

MBA (Part - I) (Semester - II) (CBCS) Examination, December - 2015

MANAGEMENT INFORMATION SYSTEM (Paper - V)

Sub. Code : 57116

Day and Date : Saturday, 26 - 12 - 2015

Time : 2.30 p.m. to 5.30 p.m.

Total Marks : 80

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

Q1) Multibase Company Limited is a diversified business group with interests in fabric and yarn manufacturing, paper & pulp and cement. Its manufacturing units are located across the country and number eight- one for fabric, two for yarn, two for paper and pulp, and three for cement. While the head of each unit has considerable operational autonomy, strategic decisions considering these units, such as capacity expansion, procurement of new technology involving substantial investment, etc., are made at the headquarters, located in Delhi. The head quarters monitor the performance of every unit though weekly and monthly reports are which are prepared by CEO at each unit. Often considerable amount of time of the senior executives based at the headquarters is taken away in analyzing these reports and drawing inferences for planning and control. The result is that the senior executives have little time for strategic thinking which they feel is a must in the present competitive environment. The CEO of the company has thus proposed to develop suitable computer based systems which might be helpful in understanding the current status of various manufacturing units in terms of their overall performance, the type of environmental constraints that operate in the three business that exist for enhancing capacity in these business areas.

Questions :   [20]

a) What systems would you propose that would serve the company's information needs?

b) What are the information needs at various levels? Explain in detail?

OR

a) How can information systems support a company's business operations, decision making by their managers to give them a competitive advantage? Give examples to illustrate your answer. **[10]**

b) What do you mean by production Information system? Explain different subsystems in production information system. **[10]**

Q2) a) Explain various levels of Management and levels of information system. **[10]**

b) Describe the characteristics of Management Information System. **[10]**

Q3) a) What do you mean by decision making? Explain different phases involved in decision making. **[10]**

b) Define DSS. Explain Component architecture of DSS. **[10]**

Q4) a) What is System? Explain phases in SDLC. **[10]**

b) Discuss the need, significance and subsystems in marketing Information system. **[10]**

Q5) Write notes on (Any Four) : **[20]**

a) ESS

b) Prototyping

c) Problem Areas in IS

d) GDSS

e) Outsourcing

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