

**MANAGEMENT INFORMATION SYSTEMS**

Time : 3 hours

Max Marks : 60

**PART-A**

Answer all **five** units (05 × 10 = 50 Marks)

**UNIT-I**

1. (a) Write the objectives and needs of management information systems. Explain how the MIS meets the needs of managers?  
(b) Describe the information system architecture in the management information systems.

OR

2. (a) Explain different types of management support system. Write the characteristics of MIS.  
(b) Describe briefly about the components of management information system. How do these components help the managers in decision making?

**UNIT-II**

3. (a) Distinguish formal information systems from informal information systems. Write the significance of formal information system.  
(b) Illustrate the management information structure based on physical components.

OR

4. (a) Distinguish management information system from decision support system. Write the advantages of decision support system.  
(b) Describe artificial intelligence and explain how the AI supports entrepreneur resource plan in the present scenario?

**UNIT-III**

5. (a) Describe how the companies maintain and control the management information system by using system development life cycle.  
(b) Explain different approaches in system methodologies and also its objectives.

OR

6. (a) Write a short note on: (a) human dimensions, (b) verification, (c) Validation, (d) time and knowledge (e) testing security.  
(b) Briefly discuss about coding techniques. Explain how the errors are identified in system development.

**UNIT-IV**

7. (a) Classify information technology capabilities and how it impacts the organization while adopting a new technology.  
(b) Write the different stages in telecommunications and network when information technologies are changing day by day.

OR

8. (a) Write the advantages and disadvantages of information technology in the present scenario.  
(b) Discuss the functioning of Call Centers. What are the advantages that the advent of Information Technology brought in to Call Centers?

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**UNIT-V**

9. (a) Do you think the management information system helps the organization in maintenance of information? Write the pitfalls in development of MIS.  
(b) Discuss different methods in system designing and also write the disadvantages in development of system design.

OR

10. (a) Describe the basic set up for Software that is required when a company wants to adopt Information Technology.  
(b) Discuss modern approach in development of database management system. Write the advantages of DBMS.

**PART-B**

Compulsory Question. (01 × 10 = 10 Marks)

**11. Case Study:**

Anoop & Company is a garment exporter, operating in several world markets. Their market has been the USA, followed by Western Europe. The company sells garments under its own brand name. In the past, both revenue and profit growth have been excellent, and the company had established a niche for itself. However, in the past year, the appreciation of the Rupee has hit the company because their earnings are in dollars, whereas expenses are largely in Rupees. Plus, the slowdown in the USA has cut down demand and therefore top-line growth has suffered. Consequently, the company is facing pressures on both the top-line as well as the bottom-line.

One approach identified for maintaining growth rates in both profit and revenue is to tap new geographies such as Korea. The problem is that the company does not have any data on what is happening in this market-who their competitors are, what products they sell, what products the local people prefer to buy, etc.

The company has tied up with partners in each country that it operates in. Typically, these partners are Retail Chains or Large Departmental Stores. Some of these partners have done well, but others have not brought in the level of business that Anoop & Company would have liked. Furthermore, Anoop & Company has very little idea about the level of potential business in these countries, and therefore must blindly accept what the partners do and the reasons they give for lack of performance. Among other things, Anoop & Company has very little idea about the potential business that the partners are likely to get in the next few months, the competition they are up against, activity levels in the market, sudden ups and downs in local conditions, fashion trends, etc.

In fact, the company has very little idea about Consumer preferences. If a customer walks into a partner's retail outlet, but does not buy their product, Anoop & Company is never able to get information on why he or she did not buy it. Another key reason for lower profitability has been found to be Cash Flow Management, for the following reason:

In this business there isn't too much brand loyalty, and therefore it is important to ensure that there are no stock-outs with the partners. The arrangement with the partners is that the partner pays only 10% of the cost of stocks up front, and the rest is paid only when the stocks are sold. Without this arrangement, no partner is willing to do business with Anoop & Company. This arrangement does not block the partner's capital significantly, but clearly blocks the capital of Anoop & Company. To ensure that there are no stock-outs, Anoop & Company maintains large buffer stocks with their partners, which leads to even more capital being blocked, and therefore significant interest costs.

Answer the following questions.

1. Suggest possible IS Solutions for Anoop & company.
2. How would you prioritize the two IS solutions?

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