

Code: BA1T7

PVP 12

I MBA-I Semester-Regular Examinations-MARCH 2013

MANAGEMENT INFORMATION SYSTEM

Duration: 3hours

Max. Marks: 70

SECTION-A

1. Answer any FIVE of the following.

5 x 2=10 marks

- a. Function of MIS.
- b. MIS model.
- c. What is the need for system analysis?
- d. What is meant by structured system analysis?
- e. What is E-enterprise?
- f. E-communication
- g. Transaction process system.
- h. Data warehouse.

SECTION-B

Answer the following.

5 x 10 = 50 marks

2. a. Define MIS and how the MIS is treated as an integrated system?

(Or)

b. How does MIS is used as a control system in an Organization?

3. a. What is Object Oriented analysis? State its uses.
(Or)
b. Briefly explain the steps involved in system development.
4. a. What is DSS? State the DSS applications.
(Or)
b. List out the recent threats of an E-enterprise. How do you overcome such challenges?
5. a. What is Business Re-engineering? How does it contribute to betterment of an organization?
(Or)
b. Explain in brief about Neural Network and Fuzzi logic.
6. a. Discuss the objectives and characteristics of a Data Base Management System.
(Or)
b. What is DBMS? Describe the feature of a DBMS package you know.

SECTION-C

7. CASE STUDY

1x 10 = 10 marks

Tire India expected its call centre agents to answer customer queries quickly, completely and politely. But as the systems that the agents used couldn't find all the

answers a customer was sometimes transferred to several operators before all his questions were answered.

In 2011, Tire India increased the training for its call centre agents enabling them to have more information on a range of products to reduce the number of call transfers. But it didn't work.

To increase customer satisfaction, Tire India is changing its approach. It is using software that links its eight call centers and a variety of product databases so an agent can answer questions without transferring the call and soon, agents will be able to interact with customers via E-mail and the Internet.

Tire India recently chose a customer communications solution software and is rolling it out to a total of 800 agents in eight call centers across India. Once the system is in place, a customer will be able to call one agent about any of Tire India's 8 credit-card and other financial products.

Instead of transferring a customer to a different operator for each product, the new software will give each agent access to eight different product databases. The new approach will help Tire India save Rs. 30 million annually on its call centre budget.

Questions for Discussion:

- i) What business problems were solved at Tire India by linking call centers and product databases?
- ii) What business benefits does Tire India expect from this approach?