Code: **BA1T7**

I MBA-I Semester-Regular Examinations FEBRUARY 2014

MANAGEMENT INFORMATION SYSTEM

Duration: 3hours   Max. Marks: 70

SECTION-A

1. Answer any FIVE of the following: 5 x 2 = 10 M

    a. Describe the role of MIS in business organization.

    b. Write about the system development model

    c. Explain management accounting and MIS.

    d. What is the need for system analysis in MIS.

    e. Write a short note on E-communication.

    f. Write about data ware housing.

    g. Mention about security issues in E-business.

    h. Explain the data processing system.

SECTION – B

Answer the following: 5 x 10 = 50 M

2. a) Describe the development process and implementation process of the MIS.

<div align="center">OR</div>

    b) Explain the System Development Life-cycle. What are the steps involved in it?

3. a) Explain the components of organizational information system.

OR

b) Write about the object oriented analysis (OOA).

4. a) Define decision support systems. Explain DSS applications in e-enterprises.

OR

b) Explain the significance of E-commerce in Indian Economy.

5. a) Explain the steps involved in system implementation.

OR

b) Explain about information system processing.

6. a) Explain the concepts of data reduction, classification and compression in Information System.

OR

b) Write about objectives and characteristics of data base and its uses in Information System Management.

SECTION – C

7. Case Study   **1 x 10 = 10 M**

A traditional multinational consumer-good company based in the USA and operating in Europe would like to expand into Asian markets. Like most multinationals, it has dispersed production and

marketing to regional and national centers while maintaining a world headquarters in the United States. It has allowed each of the subsidiary foreign divisions to develop its own systems. The only centrally coordinated system is financial controls and reporting. In the expansion process, it knows that it must develop a supportive information system structure. Presently, each of the subsidiary production facility uses a different manufacturing resource planning system, different marketing, sales and human resource systems. There exists incompatibility between hardware and database platforms, different versions of the ERP systems, which are used by regional and national centers. Senior management wants to develop a highly coordinated global system environment.

Questions:
i) In the light of the above scenario, what do you suggest for unified communication networks to achieve highly coordinated environment.

ii) What is the role of information processing system and business processing reengineering to integrate the central MIS with regional centres?

iii) Project the Decision Support System that could be used by MIS to protect the performance of the regional managers to cater the local needs.