Code: **17BA1T7**

I MBA - I Semester-Regular Examinations – December 2017

MANAGEMENT INFORMATION SYSTEM

Duration: 3 hours   Max. Marks: 60

SECTION-A

1. Answer the following: **5 x 2 = 10 M**

  a) What do you mean by MIS?
  b) In simple words explain Object Oriented Analysis.
  c) Explain the term E-Commerce.
  d) Give a brief note on 'Trojan Horses'.
  e) What is 'Data'? What is a Data Base?

SECTION – B

Answer the following: **5 x 8 = 40 M**

2. a) 'Information is Blood to the organization.' Support your
      answer with a contemporary illustration.

(OR)

  b) Explain the role of MIS in context with digitalization of
      business activities.

3. a) Draft the requirements of a library information system to be
      developed to fit to an educational institution specifications.

(OR)

  b) Elucidate the generic models in developing a system.

4. a) Expand the term 'DSS' and also analyze the role and impact of in decision making in a digital firm with a suitable example.

(OR)

b) In brief explain the categories of E-Business in the modern world.

5. a) What do you mean by System Vulnerability? Explain the security challenges faced by an E-Enterprise.

(OR)

b) Suggest the suitable security measures to be taken in protecting our information.

6. a) List out and explain the components of DBMS packages.

(OR)

b) What is meant by data warehouse? Explain its functions.

SECTION-C

7. Case Study   **1x10=10 Marks**

Founded in 1919 in London, XYZ is a British-based international grocery and general merchandising retail chain. With revenues of £60 billion (2009), it is the largest British retailer by both global sales and domestic market share, with profits exceeding £3 billion. With almost 500,000 Employees (2009) and over 4000 stores XYZ is currently the third largest global retailer. Originally specialising in food and drink, it has diversified into areas such as clothing, consumer electronics, financial services, telecoms; home, health and car insurance, Internet services, and software.

XYZ's UK stores are divided into six formats, differentiated by size and the range of products sold: XYZ Extra stores are larger, mainly out-of-town hypermarkets that stock nearly all of XYZ's product ranges; XYZ superstores are standard large supermarkets, stocking groceries and a much smaller range of non-food goods than Extra stores; XYZ Metro stores are sized between XYZ superstores and XYZ Express stores. They are mainly located in city centres and on the high streets of small towns; XYZ Express stores are neighbourhood convenience shops, stocking mainly food; One Stop stores are the only category which does not include the word XYZ in its name. These are the very smallest stores. In addition, XYZ has a banking arm called XYZ Personal Finance; operates as an ISP, mobile phone, home phone and VoIP businesses; sells petrol and diesel at their own petrol stations; and offers a loyalty card-scheme to customers. Customers can collect one Clubcard point for every £1 they spend in a XYZ store, XYZ Petrol or XYZ.com. XYZ has operated on the internet since 1994 and was the first retailer in the world to offer a robust home shopping service in 1996. XYZ.com was formally launched in 2000.

In common with most other large retailers, XYZ draws goods from suppliers into regional distribution centres, for preparation and onward delivery to stores. XYZ is extending this logistic practice to cover collection from suppliers (factory gate pricing) and the input to suppliers, in a drive to reduce costs and improve reliability. Radio-frequency identification (RFID) technology is taking an increasing role in the distribution process. XYZ's international expansion strategy has responded to the need to be sensitive to local expectations in other countries by entering into joint ventures with

local partners. XYZ operates in the following markets: China, Czech Republic, Hungary, India, Japan, Malaysia, Poland, Republic of Ireland, Slovakia, South Korea, Thailand, Turkey, UK, and USA.

The business is dependent on efficient Information Technology (IT) systems. Any significant failure in the IT processes of their retail operations (e.g. barcode scanning or supply chain logistics) impacts ability to trade. XYZ recognise the essential role that IT plays across the Group in allowing efficient trade and achievement of commercial advantage through implementing IT innovations which improve the shopping trip for customers and make life easier for employees. The company has extensive controls in place to maintain the integrity and efficiency of IT infrastructure and share world-class systems across International operations to ensure consistency of delivery.

Questions:

a) Identify the use of IT and Information Systems in the above case.

b) What are the challenges in front of XYZ with respect to Information system?

c) Identify the users of XYZ IS and IT.