**Code: 17E00106**

MBA & MBA (Finance) I Semester Regular & Supplementary Examinations January 2020

**MANAGEMENT INFORMATION SYSTEMS**

(For students admitted in 2017, 2018 & 2019 only)

Time: 3 hours Max. Marks: 60

All questions carry equal marks

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**SECTION – A**

(Answer the following: 05 X 10 = 50 Marks)

1 Discuss the nature and scope of management information system. Explain why information systems are so important for business today.

**OR**

2 (a) Distinguish between data and information, information systems and computer systems.
(b) State the challenges of managing information systems in today's business environment.

3 (a) State the main characteristics of a database
(b) Distinguish between traditional and modern database management approaches.

**OR**

4 (a) What is data warehouse and discuss its merits and demerits.
(b) What are the business benefits of using intelligent techniques for knowledge management?

5 (a) Describe different types of decisions with examples.
(b) Explain how the decision-making process works.

**OR**

6 (a) Discuss how business intelligence support decision making.
(b) Describe the major types of knowledge management systems and applications of each type.

7 (a) What is the need to link information systems plan to overall business plan and how it is done?
(b) Illustrate various system development models.

**OR**

8 (a) Explain the procedure of product based MIS evaluation.
(b) Distinguish between systems analysis and systems design.

9 Explain how the Internet challenges, protection of individual privacy and intellectual property.

**OR**

10 (a) Define malware and distinguish among a virus, a worm, and a Trojan horse.
(b) Explain how information systems auditing promotes security and control.

**SECTION – B**

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case Study:**

A new on-line teller system design for a medium size bank was approved by the president, signaling the beginning of implementation. The project leader devised a master plan to specify who is to perform each task and in what order. New deposit slips and withdrawers were ordered and delivered three weeks before implementation. In the interim, copies of the user manual were prepared for the lobby and drive-in-tellers.

Contd. in page 2

Soon after the terminals were installed, the tellers begin to learn how to enter various transactions. After training sessions were over, they had a chance to ask questions and enquire about the new system. Once completed, the telephone company and the computer service representative hooked up the terminal on-line with the master system.

The following Monday (a week before actual conversion), the analyst asked the head teller whether the tellers would come in on Saturday to catch up on their work and run test data to reinforce recent training. The head teller agreed to overtime, but on Saturday, only 12 of 17 tellers showed up. During that time, the entire system was checked out and functioned as expected.

The bank opened the following Monday, the online system operated normally. Customers were greeted at the door by the president. Coffee and cake were served in the lobby. At the end of the day, the analyst sent a report to the board directors informing them that the system was now in operation and all user requirements had been met.

Three weeks later the analyst was called to the board meeting. The chairman criticized the analyst for exceeding the budgeted amount approved by the board. Furthermore the authorization the analyst gave the terminal vendor to bring in two CRT screens to expedite information retrieval exceeded his authority to implement the system. The bank's auditor also estimated that it would take 3.8 years rather than the initial estimate of 2.1 years to break even on the total cost of the installation. Not knowing what to say, the analyst left the board room with a feeling of total failure.

**Questions:**

(a) What are the major problems in the case? Who is to blame? Why?

(b) Was the board chairman justified in his criticism of the analyst? Explain.

(c) Discuss whether the analyst succeeded in implementation of the system.

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**Code: 17E00106**

MBA & MBA (Finance) I Semester Supplementary Examinations June 2019

**MANAGEMENT INFORMATION SYSTEMS**

(For students admitted in 2017 & 2018 only)

Time: 3 hours Max. Marks: 60

All questions carry equal marks

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**SECTION – A**

(Answer the following: 05 X 10 = 50 Marks)

1 Explain the need for MIS and their characteristics and structure.

**OR**

2 Discuss in detail about the challenges of managing MIS.

3 Describe modern data base management approaches.

**OR**

4 Explain data warehousing and data mining in detail.

5 Write short notes on:

(a) ERP.

(b) Types of decisions.

**OR**

6 Write the following:

(a) SCM.

(b) Decision support techniques.

7 Explain the planning and implementation phase of SDLC (System Development Life Cycle).

**OR**

8 Write the steps in project management.

9 Enumerate on information systems and social issues.

**OR**

10 Briefly describe IS security threats.

**SECTION – B**

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case Study:**

In May 2007, Google added its street view feature to Google Maps, and it has been battling privacy complaints, paying fines and facing audits ever since. Google street view provides panoramic views of streets gathered by webcams. It prompted privacy worries for showing men leaving strip clubs, people entering adult bookstores, and people picking up prostitutes, among other activities. Google allows users to flag worrisome images for removal and added a blurring feature for faces and license plates. Nonetheless, street views have run into privacy battles with Switzerland, France, Belgium, Germany and South Korea, to name a few countries. France fined Google the equivalent of $142,000 in March 2011 related to street views, but an August 2011 review by the U.K. government gave Google positive marks for improving the privacy of street view. Meanwhile, Google must undergo regular privacy audits mandated by the FTC for the next 20 years as the result of a settlement over improper privacy disclosures in its now-defunct Buzz social media service.

**Question:**

Analyze this case and comment your views on the risks associated with IT and ethical issues that can arise in an organization set up. Suggest the security measures for these issues.

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**Code: 17E00106**

MBA & MBA (Finance) I Semester Regular & Supplementary Examinations December/January 2018/19

**MANAGEMENT INFORMATION SYSTEMS**

(For students admitted in 2017 & 2018 only)

Time: 3 hours Max. Marks: 60

**SECTION – A**

(Answer the following: (05 X 10 = 50 Marks)

*****

1 What are characteristics of MIS? Explain in detail types of MIS system.

**OR**

2 Explain how information system impacts on organizations and business firms.

3 How DBMS is superior to conventional file processing system? List out the salient features of DBMS.

**OR**

4 Explain the term 'data mining'. Describe various data mining techniques.

5 What are the steps involved in the decision making process.

**OR**

6 Give short notes on: (i) CRM. (ii) SCM. (iii) DSS.

7 How the software engineering qualities can be assured in real life?

**OR**

8 Define project. Explain the different types of project.

9 Discuss the various types of information system.

**OR**

10 Give the classifications of IS security technologies.

**SECTION – B**

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case Study:**

General electric's research and development center has developed a natural language system called SCISOR (System for conceptual information summarization, organization, and retrieval) that performs text analysis and question-answering in a limited, predefined subject area (called a constrained domain). One application of this system deals with analyzing financial news. For example, SCISOR automatically selects and analyzes stories about corporate mergers and acquisitions from the online financial service of Dow Jones. It is able to process news in less than 10 seconds per story. First, it determines whether the story is about a corporate merger or acquisition. Then, it selects information such as the target, suitor, and price per share. The system allows the user to browse and ask questions such as, "What price was offered for Polaroid?" or "How much was Bruck plastics sold for?"

The system's effectiveness was demonstrated in testing, when it proved to be 100 percent accurate in identifying all 31 mergers and acquisitions stories that were included in a universe of 731 financial news releases from the newswire service.

A similar application is a web-based personalized news system that was developed in Singapore to track business news available in English, Chinese, and Malay, summarize it, and extract desired personalized news in any of these languages.

**Questions:**

(a) What are the benefits of analyzing financial news via a machine?

(b) What other applications might be developed with this type of system?

(c) How could such a system be combined with an internet news dissemination portal such as money.cnn.com?

(d) Discuss the reliability factor of such a system.

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**Code: 14E00207**

MBA II Semester Supplementary Examinations December/January 2018/19

**MANAGEMENT INFORMATION SYSTEM**

(For students admitted in 2014 (LC), 2015 & 2016 only)

Time: 3 hours Max. Marks: 60

**SECTION – A**

(Answer the following: (05 X 10 = 50 Marks)

*****

1 Give various characteristics of MIS. Support your answer with suitable examples.

**OR**

2 Explain the functions of management information systems.

3 What do you understand by decision support system? Explain with examples.

**OR**

4 What are the various components of MIS with respect to computer-based MIS?

5 Discuss the features of relational DBMS.

**OR**

6 Briefly explain the phases involved in system development.

7 Which system methodologies are most popular? Discuss any two such methodologies.

**OR**

8 What are the various testing methods for a developed system?

9 Why must auditors focus on controls as a system?

**OR**

10 What is the primary role of quality assurance management as it operates with in the information system function?

**SECTION – B**

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case Study:**

**Allstate Insurance, Aviva Canada, and others: Centralized Business Intelligence at work**

The most common approach to business intelligence is to assemble a team of developers to build a data warehouse or data mart for a specific project, buy a reporting tool to use with it and disassemble the team upon the project's completion. However some companies are taking a more strategic approach: standardizing on fewer business intelligence tools and making them available throughout their organizations even before projects are planned. To execute these strategies companies are creating dedicated groups sometimes called competency centers or centers of excellence, to manage business-intelligence projects and provide technical and analytical expertise to other employees. Competency centers are usually staffed with people who have a variety of technical, business and data-analysis expertise, and the centers become a repository of business-intelligence-related skills, best practices and application standards.

Contd. in page 2

About 10 percent of the 2000 larger companies in the world have some form of business-intelligence competency center, Gartner Inc. analyst Howard Dresner says. Yet approaches vary. While most are centralized in one location, a few are virtual, with staff scattered throughout a company. Some are part of the IT department - or closely tied to it. While others are more independent, serving as a bridge between IT and business-unit managers and employees.

Allstate Insurance Co's Enterprise Business Intelligence tools team is responsible for selling business-intelligence technology strategy for the company's 40000 employees and 12900 independent agents says Jim Young, the team's senior manager.

Based in Allstate Northbrook, Illinois headquarters, the center was created earlier this year by consolidating three groups built around separate business-intelligence products used in different parts of the company. The center serves as a central repository for business-intelligence expertise, providing services and training for Allstate employees and is developing a set of standard best practices for building and using data ware houses and business-intelligence applications.

This way we can execute on a common strategy Young says. The center maintains a common business-intelligence infrastructure and manages software vendors and service providers.

At Aviva Canada Inc., a property and casualty insurance company the primary role of its Information management services department is to bridge the communication gap between business- intelligence-tool users and Aviva's IT department.

Business Intelligence is not a technology issue. BI is a business issue" says Gerry Lee, information management services vp. Centralization is critical, because Aviva's goal is to grow by 50 percent over the next five years, partly through additional acquisitions. Lee says. The center also impacts company's numerous customer-relationships-management initiatives.

Cost reduction is often the driving factor for companies to create competency centers and consolidate business-intelligence systems. Standard technology and implementation practices can reduce the cost of some business intelligence projects by up to 95 percent. Says chris Amos, reporting solution manager at British telecom. BT established a center of excellence around Actuate's reporting software three years ago and is developing business-intelligence systems for the telecommunication's company's wholesale, retail and global service operations.

Many believe the payoff is worth it. Business Intelligence practices has helped the business move beyond simple reporting of financial and supplier data to more advanced forecasting and predictive analysis. The data's become more actionable. The visibility of his data to the business has brought millions in savings says Rich Richardson, manager of business data modeling and delivery, who manages the center.

**Questions:**

(a) What is the business value of the various BI applications discussed in the case?

(b) Is business intelligence an MIS or a DSS? Justify your answer.

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**Code: 17E00106**

MBA I Semester Regular Examinations December/January 2017/2018

**MANAGEMENT INFORMATION SYSTEMS**

(For students admitted in 2017 only)

Time: 3 hours Max. Marks: 60

**SECTION – A**

(Answer the following: (05 X 10 = 50 Marks)

*****

1 Explain the scope and characteristics of MIS.

**OR**

2 Discuss about the role of MIS in global business environment.

3 Explain the modern approaches of DBMS.

**OR**

4 Briefly discuss the features of data warehousing.

5 Explain the components of ERP and CRM.

**OR**

6 Explain about business intelligence and knowledge management systems.

7 Discuss about system development models.

**OR**

8 Explain the steps in cost / benefit based evaluation.

9 Explain about recent trends in IS security threats.

**OR**

10 Discuss about IS ethical and Social issues.

**SECTION – B**

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case Study:**

A new on-line teller system design for a medium size bank was approved by the president, signaling the beginning of implementation. The project leader devised a master plan to specify who is to perform each task and in what order. New deposit slips and withdrawers were ordered and delivered three weeks before implementation. In the interim, copies of the user manual were prepared for the lobby and drive-in-tellers.

Soon after the terminals were installed, the tellers begin to learn how to enter various transactions. After training sessions were over, they had a chance to ask questions and enquire about the new system. Once completed, the telephone company and the computer service representative hooked up the terminal on-line with the master system.

The following Monday (a week before actual conversion), the analyst asked the head teller whether the tellers would come in on Saturday to catch up on their work and run test data to reinforce recent training. The head teller agreed to overtime, but on Saturday, only 12 of 17 tellers showed up. During that time, the entire system was checked out and functioned as expected.

The bank opened the following Monday, the online system operated normally. Customers were greeted at the door by the president. Coffee and cake were served in the lobby. At the end of the day, the analyst sent a report to the board directors informing them that the system was now in operation and all user requirements had been met.

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(a) What are the major problems in the case? Who is to blame? Why?

(b) Was the board chairman justified in his criticism of the analyst? Explain.

(c) Discuss whether the analyst succeeded in implementation of the system.

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**Code: 14E00207**

MBA II Semester Supplementary Examinations December/January 2017/2018

**MANAGEMENT INFORMATION SYSTEM**

(For students admitted in 2014, 2015 & 2016 only)

Time: 3 hours Max. Marks: 60

**SECTION – A**

(Answer the following: (05 X 10 = 50 Marks)

*****

1 Define MIS. Explain different stages of system development.

**OR**

2 Enumerate the importance of management decisions.

3 Explain the characteristics of DSS.

**OR**

4 Develop a MIS for manufacturing organization indicating the different types of information subsystems depending in functional areas.

5 What is database? Explain the steps involved in the design of a database.

**OR**

6 What are the objectives of system methodology? Explain.

7 Security is not simply a technology issue, it is a business issue. Discuss.

**OR**

8 Describe the roles of firewalls intrusion detection systems and antivirus software in promoting security.

9 What are the qualities of software engineering? Explain.

**OR**

10 Name and describe the three external sources for software.

**SECTION – B**

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case Study:**

Marketing information system provides information technologies that support major components of the marketing function. Internet websites and services make an interactive marketing process possible where customer can become partners in creating marketing, purchasing and improving products and services. Sales force automation system use mobile computing and internet technologies to automate many information processing activities for sales support and management. In this context how do you think sales force automation affects sales persons productivity, marketing management and competitive advantage.

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**Code: 14E00207**

MBA II Semester Regular & Supplementary Examinations June/July 2017

**MANAGEMENT INFORMATION SYSTEM**

(For students admitted in 2014, 2015 & 2016 only)

Time: 3 hours Max. Marks: 60

**PART – A**

(Answer the following: (05 X 10 = 50 Marks)

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1 Describe three ways in which information systems are transforming business.

**OR**

2 What is an information system? What activities does it perform?

3 What is decision support system? Explain the characteristics and benefits of a decision support system.

**OR**

4 Distinguish between MIS and GDSS.

5 What are the different stages of systems development life cycle approach (SDLC)?

**OR**

6 To what extent should end users be involved in the selection of a database management system and database design?

7 How does MIS auditing promote security and control?

**OR**

8 What are the traditional systems life cycles? Describe each of its steps and its advantages and disadvantages for system building.

9 Briefly explain various techniques for detecting software errors.

**OR**

10 What is software quality assurance? Explain major activities involved in software quality assurance.

**SECTION – B**

(Compulsory Question) 01 X 10 = 10 Marks

11 **Case study:**

General electric's research and development centre has developed a natural language system called SCISOR (System for conceptual information summarization, organization, and retrieval) that performs text analysis and question – answering in a limited, predefined subject area (called a constrained domain). One application of this system deals with analyzing financial news. For example, SCISOR automatically selects and analyzes stories about corporate mergers and acquisitions from the online financial service of down Jones. It is able to process news in less than 10 seconds per story. First, it determines whether the story is about a corporate merger or acquisition. Then, it selects information such as the target, suitor and price per share. The system allows the user to browse and ask question such as "What price was offered for Polaroid?" or "How much was Bruck plastics sold for?"

The systems effectiveness was demonstrated in testing, when it proved to be 100 percent accurate in identifying all 31 mergers and acquisitions stories that were included in a universe of 731 financial news releases from the newswire services.

A simple application is a web-based personalized news system that was developed in Singapore to track business news available in English, Chinese and Malay, summarize it, and extract desired personalized news in any of these languages.

(a) What are the benefits of analyzing financial news via a machine?

(b) What other applications might be developed with this types of system?

(c) Discuss the reliability factor of such a system.

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**Code: 14E00207**

MBA II Semester Supplementary Examinations December/January 2016/2017

# MANAGEMENT INFORMATION SYSTEM

(For students admitted in 2014 and 2015 only)

Time: 3 hours Max. Marks: 60

All questions carry equal marks

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## SECTION – A

Answer the following: (05 X 10 = 50 Marks)

1 What is MIS? Explain how MIS helps in improving business decision making.

**OR**

2 Explain information system architecture. Explain the significance of quantitative analysis in decision making.

3 Write about: (a) Formal and informal information systems.
(b) Office automation.

**OR**

4 Write a note on: (a) Decision support system.
(b) Knowledge work systems.

5 Write about system development life cycle.

**OR**

6 Explain system modeling and its significance to problem-solving.

7 What are the activities required for maintenance of MIS? Explain.

**OR**

8 Describe any two software development models.

9 What is software quality assurance? Explain major activities involved in software quality assurance.

**OR**

10 Explain the different approaches for validation and verification process of information systems.

## SECTION – B

(Compulsory Question) 01 X 10 = 10 Marks

11 **Case study:**

A waiter takes an order at a table and then enters it online via one of the six terminals located in the restaurant dining room. The order is routed to a printer in the appropriate preparation area: the cold item printer if it is a salad, the hot-item printer if it is a hot sandwich or the bar printer if it is a drink. A customer's meal check-listing (bill) the items ordered and the respective prices are automatically generated. This ordering system eliminates the old three-carbon-copy guest check system as well as any problems caused by a waiter's handwriting. When the kitchen runs out of a food item, the cooks send out an 'out of stock' message, which will be displayed on the dining room terminals when waiters try to order that item. This gives the waiters faster feedback, enabling them to give better service to the customers. Other system features aid management in the planning and control of their restaurant business. The system provides up-to-the-minute information on the food items ordered and breaks out percentages showing sales of each item versus total sales. This helps management plan menus according to customer's tastes. The system also compares the weekly sales total versus food costs, allowing planning for tighter cost controls. In addition, whenever an order is voided, the void are keyed in. this may help later in management decisions, especially if the voids consistently related to food or service. Acceptance of the system by the users is exceptionally high since the waiters and waitresses were involved in the selection and design process. All potential users were asked to give their impressions and ideas about the various systems available before one was chosen.

**Questions:**

(a) In the light of the system, describe the decisions to be made in the area of strategic planning, managerial control and operational control? What information would you require to make such decisions?
(b) What would make the system a more complete MIS rather than just doing transaction processing?
(c) Explain the probable effects that making the system more formal would have on the customers and the management.

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**Code: 14E00207**

MBA II Semester Supplementary Examinations December/January 2015/2016

**MANAGEMENT INFORMATION SYSTEM**

(For students admitted in 2014 only)

Time: 3 hours Max. Marks: 60

All questions carry equal marks

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**SECTION – A**

Answer the following: (05 X 10 = 50 Marks)

1 Explain the importance of information for managerial decisions.

**OR**

2 Discuss the architecture for information systems in any organizations..

3 Discuss the hierarchy of information systems.

**OR**

4 Explain about formal and informal, public and private information systems.

5 What is system development methodology?

**OR**

6 What are the different stages of systems development life cycle approach (SDLC)?

7 What are the stages of testing security?

**OR**

8 What are the techniques of assessing value and risk of information systems?

9 Discuss In detail about Pitfalls in MIS development?

**OR**

10 Explain about software metrics and their importance in development.

**SECTION – B**

(Compulsory Question) 01 X 10 = 10 Marks

11 **Case study:**

The Altanta Police Department (APD) uses CATCH (computer assisted tracking of criminal histories) a DSS generator for investigating homicide, rape and aggravated assault cases. The system helps investigators to find and link common criminal patterns such as geographical and temporal patterns, by searching a database that contains records of past and criminal cases. CATCH also lightens the managerial and administrative burdens of supervisors by facilitating case assignments, tracking cases and ensuring that all the reporting requirements of the government are met.

The use of CATCH is voluntary; this fact has been cited as one of the reasons for high user involvement in the development and implementation of the system.

Question:

(a) What are the features of CATCH that makes it a decision support system?
(b) How does it facilitate decision making in the APD?
(c) How can the trends in different types of crimes be determined using CATCH?

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Code: 14E00207

MBA II Semester Regular Examinations August 2015

**MANAGEMENT INFORMATION SYSTEM**

(For students admitted in 2014 only)

Time: 3 hours Max. Marks: 60

All questions carry equal marks

*****

## SECTION – A

Answer the following: (05 X 10 = 50 Marks)

1 Explain the systems approach to information systems.

**(OR)**

2 What is the interface between quantitative techniques and management information?

3 What are the concepts and characteristics of decision support systems?

**(OR)**

4 What is the importance of artificial intelligence for management decisions?

5 Discuss brief system development approaches.

**(OR)**

6 What is the systems modeling for MIS?

7 Explain about software lifecycle models.

**(OR)**

8 What is the process of cost & benefits analysis during system validations?

9 Write about system engineering methodology for MIS problem solving.

**(OR)**

10 Briefly explain the systems quality and software metrics.

## SECTION – B

(Compulsory Question) 01 X 10 = 10 Marks

11 **Case study:**

A new on-line teller system design for a medium size bank was approved by the president, signaling the beginning of implementation. The project leader devised a master plan to specify who is to perform each task and in what order. New deposit slips and withdrawers were ordered and delivered three weeks before implementation. In the interim, copies of the user manual were prepared for the lobby and drive-in-tellers.

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