

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER– II - EXAMINATION – SUMMER 2016

Subject Code: 2820002

Date: 18/05/2016

Subject Name: Management Information System (MIS)

Time: 10:30 AM to 01:30 PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q.1 (a) Attempt the following Multiple choice questions: 06

1. Executive Information System provide highly unstructured information to the _____ level management for long term division
 - a. Operational
 - b. Bottom
 - c. Middle
 - d. Top
2. _____ systems keep a track on the daily regular business transactions of the organization
 - a. Management-level
 - b. Strategic-level
 - c. executive information
 - d. operational level
3. A hotel reservation system would be classified as a(n):
 - a. transaction level
 - b. Management level
 - c. operational level
 - d. Strategic level
4. The most important reason for failure of MIS is
 - a. use of improper tools for design
 - b. Non involvement of end user
 - c. improper specifications
 - d. None of the above
5. A technique for identifying individuals uniquely is:
 - a. RFID
 - b. Biometric identification
 - c. Phishing
 - d. None of the above
6. _____ is a computer based system that stores and manipulates data that are viewed from a geographical point or reference
 - a. Geographical Information System
 - b. Database System
 - c. Geographic System
 - d. Software System

(b) Explain the following term: 04

- a. Information System
- b. Modem
- c. Computer Virus
- d. Hacking

(c) What is Supply Chain Management? Explain the role of Supply Chain Management (SCM) 04

Q.2 (a) “Information System requirement of the various level of management hierarchy is different”. Elaborate. Describe the various information systems used at each level. 07

- (b) Write short notes (any two): 07
 (i) Bluetooth
 (ii) Fiber optics
 (iii) Wi-Fi
- OR**
- (b) Define Expert System. Explain how does it work and how it is useful in businesses. 07
- Q.3** (a) With reference to Michael Porter's five forces model, explain how businesses can use information system to apply competitive strategies. 07
(b) What is a Decision Support System? Explain the characteristics of Decision Support System? 07
- OR**
- Q.3** (a) What are generic components of any telecommunication network? Explain in detail various types of telecommunication networks. 07
(b) Describe the roles of firewalls, intrusion detection systems and antivirus software in promoting security. 07
- Q.4** (a) What is Intranet? What is the business value driving so many companies to install intranets rapidly throughout their organizations? 07
(b) Describe three major Enterprise applications. 07
- OR**
- Q.4** (a) ERP systems are often difficult to implement. What are the factors critical for its successful implementation? 07
Q.4 (b) Is there an ethical crisis in business today? What role does information technology play in unethical business practices? 07
- Q.5** (a) **Case Study:** 14

Wireless operators, credit card companies and retailers are working on a technology that allows customers to purchase items by using their cell phones. For example, a customer could purchase a can of soda by dialing a telephone number on the dispensing machine and have the charge for the soda show up on the customer's cell phone bill. Working prototypes are currently in use in South Korea, Japan and Europe.

The ability to change items to a cell phone has significant business potential because, unlike in the United States, credit cards are not nearly as popular in other countries. In Japan and China, for example people are much more likely to have a cell phone than a credit card.

Japanese consumers use credit cards for only 5.6 percent of their personal spending compared with 33 percent of U.S. consumer spending.

The payoff for credit card companies and cell phone operators from this technology could be enormous. By associating a credit card with a cell phone, banks and credit card companies hope to persuade consumers to buy products, such as soda, with their cell phones instead of pocket change. Of course, they will reap transaction fees for each transaction. Mobile phone operators see the technology as a way to increase traffic on their networks as well as to position cell phones as an event more useful and, thus, essential device for consumers. Retailers envision easier transactions also leading to more sales.

MasterCard International and Nokia are currently testing a cell phone credit card for the U.S. market. The phones have a special chip programmed with the user's credit card information and a radio frequency transmitting circuit. Consumers can simply tap their phone on a special device at a checkout counter equipped with a receiving device that costs the retailer about \$80. Betsy Foran-Owens, Vice president for Product Services at MasterCard International, commented that with this technology, "You don't even have to get off your phone to pay. You can just tap this thing down at the register". She also noted, "If you're not going to carry cash amount, what are you going to carry? Your mobile phone."

The only players who might not look favorably on the technology are the traditional telephone companies, who must certainly view the technology as just one more threat to their traditional telephone business.

Questions:

1. Do you view this technology as a potential threat to traditional telephone companies? If so, what counterstrategies could traditional telephone companies adopt to prepare for this technology?
2. Describe the value chain of the business of using cell phones as a payment method.
3. Using Porter's Five Forces describe the barriers to entry for this new technology

OR

Q.5 (a) Case Study:

14

Saab Cars USA imports more than 37,000 Saab sedans, convertibles, and wagons annually and distributes the cars to 220 U.S. delegates. Saab competes in the premium automobiles market, and its primary rivals attract customers through aggressive marketing campaigns, reduced prices, and in expensive financing. Saab decided that the answer to beating its competition was not to spend capital on additional advertising, but to invest in Siebel Automotives, a customer relationship management system.

Until recently, the company communicated with its customers through three primary channels (1) dealer network, (2) customer assistance centre, (3) lead management centre. Traditionally, each channel maintained its own customer database and this splintered approach to managing customer information caused numerous problems for the company. For example, a prospective customer might receive a direct mail piece from Saab one week, then an e-mail with an unrelated offer from a third-party marketing vendor the next week. The local dealer might not know of either activity, and therefore might deliver an ineffective pitch when the customer visited the showroom that weekend. Al Fontova, direct marketing manager with Saab Cars USA, stated he had over 3 million customer records and 55 files at three different vendors. Analysing this information in aggregate was complicated, inefficient, and costly.

Saab required a solution that would provide a consolidated customer view from all three touchpoints. In 2002, Saab implemented Siebel CRM solution, which provided Saab's call centre employees with a 360-degree view of each customer, including prior service-related questions and all the marketing communications they have received. Known internally as "TouchPoint", the Siebel application provides Saab's dealers with a powerful Web-based

solution for coordinating sales and marketing activities. These tracking capabilities enable Saab to measure the sales results of specific leads, recommend more efficient selling techniques, and target its leads more precisely in the future. Using Siebel Automotive, Saab receive the following benefits:

- Direct marketing costs decreased by 5 percent
- Lead follow-up increased from 38 percent to 50 percent
- Customer satisfaction increased from 69 percent to 75 percent
- Saab gained a single view of its customers across multiple channels

Questions:

1. Explain how implementing a CRM system enabled Saab to gain a competitive advantage.
2. Estimate the potential impact to Saab's business if it had not implemented a CRM system.
3. What additional benefits could Saab receive from implementing a supply chain management system?
