

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (PART TIME) – SEMESTER 2 – EXAMINATION – SUMMER 2019

Subject Code: 4529902

Date: 17/05/2019

Subject Name: Management Information System

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. No.		Marks
Q.1	Define the Following (a) Digital Dashboard (b) Ecommerce (c) Extranet (d) GIS (e) Encryption (f) Trojan Horse (g) Ergonomics	14
Q.2	(a) Explain What the strategic business objectives of Information system are. (b) Discuss various information systems serve at different level of organization	07 07
	OR	
	(b) Explain network topology and discuss types of network topologies in detail	07
Q.3	(a) Define DSS and illustrate three basic components of DSS with special emphasis on model base (b) What is Cyber Crime? Discuss modes and manner of committing cybercrime	07 07
	OR	
Q.3	(a) You have just been hired as a security consultant by PWL Solution to make sure that the security of all online information will be up to par. Outline the steps you will take to achieve this (b) What do you mean by data and information? Explain various attributes of information.	07 07
Q.4	CASE STUDY: The online DVD rental pioneer Netflix is transforming the movie rental business with its unique business model, streamlined shipping strategy, and efficient application infrastructure. Netflix is quickly becoming one of Hollywood's most promising new business partners and is experiencing staggering growth with over 2 million subscribers, accounting for 3 to 5 percent of all U.S. home video rentals. Typically, video rental stores focus on major films and ignore older movies and smaller titles with niche audiences. With over 35000 DVD titles, Netflix is turning that idea upside down by offering a	

serious market for every movie, not just blockbusters How? Netflix attributes its success to its proprietary software, called the Netflix Recommendation system, which constantly suggests movies you might like based on how you rate any of the 35000 titles in the company's catalog. Beyond recommendations, Netflix has figured out how to get DVDs from one subscriber to the next with unbelievable efficiency with its corporate application infrastructure.

Netflix operates by allowing its subscribers to rent unlimited videos for less than \$ 20 a month, as long as they have no more than three DVDS rented at a time. Its "no late fees, no due dates" online movie rental model has eliminated the hassle of choosing, renting and returning movies. Currently there are more than 3 million discs in the hands of its customers at any given time, with an average of 300000 DVDS shipped out of the company's 20 leased distribution centers daily. Netflix's unique application infrastructure allows it to track, monitor, and maintain detailed information on each of its discs, customers and shippers. At any point in time the company can tell you the exact location of each of its discs, a critical component for Netflix's business model.

To handle the rental logistics for its 5.5 million DVD library the company created several proprietary applications. One of its most successful systems is its Web- based supply chain management system. The system works by having operators scan a bar code on each label for every single disc that arrives in its warehouses. The software then retrieves the name and address of the next person on the wait list for that DVD, prints out a label and the disc is dropped back into the mail. The custom- built systems have allowed Netflix to slow hiring and reduce labor costs by 15 percent, and the vast majority of its DVD never touches a warehouse shelf. On any given day, 98 percent of the 35000 titles in Netflix's inventory are in circulation with its customers.

- (a) Netflix requires several different departments to make its business work. What type of systems do you think Netflix maintains in its different departments? 07
- (b) Netflix has hired you as its IT infrastructure expert. Netflix would like you to explain how information system can help company to support its primary goals. 07

OR

- Q.4
- (a) Netflix makes the majority of its sales over the Internet. Having a great website and a solid IT infrastructure is critical to Netflix's business model. How can Netflix leverage the wireless industry to gain more market share? 07
 - (b) Explain why a disaster recovery plan is critical to its business operations; Also, explain what might happen to Netflix if it lost all its customer information. 07

Q.5

CASE STUDY:

PWL is an established brand in wristwatches and claims that PWL could achieve this status due to various management initiatives undertaken to make it an IT-enabled Internet driven Enterprise. PWL has become more customers centric. In E-environment we come to know what customer wants and what changes are taking place in the market. This is possible as we get online information in real time mode about choice of product made or expressed by the customer, rate of sale of products by location, segment and market, and unsuccessful sale events by reason and so on. With established communication network. PWL, knows customer preferences. Product movements, modifications and is able to respond faster to customer requirements and expectations. PWL has four factories at Bangalore, Jammu, Gurgaon, and Mumbai

Case Study
Due to networking of all work centers, sales points, dealers, distributors and use of enterprise business process application suite. PWL has management information daily on

Product Inventory: Brand, Model, Price, and Location

Product Sale: Fast Moving and Slow Moving

Market: Segment, Areas, and Locations

Customer: Preferences, Profile, and Lost Customers

PWL claims that all this is possible due to implementation of ERP package SAP. The implementation goal of SAP ERP was to Make information access available to all concerned.

- Provide information integrity for all users.
- Integration of complete supply chain.
- Reduce inventory of watches, and know at all sales point 'Where is what?'

With ERP implementation, IT is an integral part of the enterprise making it E-business enterprise. Management of PWL is able to handle efficiently dispersed, disparate and heterogeneous customer preferences. Management is able to compete in a dynamic wrist watch market where competition from gray market and international brands is very strong.

Using IT-enabled applications Internet technologies integration of supply chain is a challenge. To boost these strategic initiatives PWL implemented B2B solutions to leverage Internet for order handling, configuring, tracking, and delivering. PWL is also thinking of implementation of Radio Frequency Identification Device (RFID) technology, as it believes RFID is the technology of the future and is more efficient for handling variety of watches and high value of inventory

PWL is convinced that strategic use of IT and Internet has made an E-business enterprise where IT and Internet are business drivers and enablers as well. Management claims that success of enterprise is due to user and customer participation in E-Enterprise solution. PWL now has online Management Information systems support when weekly meetings are held for business review, operation review, and customer issues.

- (a) Explain how PWL has become more efficient after SAP-ERP implementation. 07
- (b) Explain how IT-enabled E-Enterprise solution has given competitive advantages to PWL. 07

OR

- (a) What new initiatives are now possible for PWL due to E-enterprise business structure? 07
- (b) Explain how SAP-ERP and MIS together helps PWL to handle dynamic nature of the business. 07