

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (Integrated) Semester – 3 EXAMINATION – WINTER - 2018

Subject Code: 2537103

Date: 06/12/2018

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.1 (a)** What is MIS? Explain various MIS system integrated into a functional organization structure. **07**
- (b)** What is the goal of the setting of MIS? How the different characteristics of MIS creates an advantage for effective business management? **07**
- Q.2 (a)** How Robert Anthony's model of MIS integrate with the different levels of the organization to balance the organization functions? **07**
- (b)** What has informed the decision? How Herbert Simon's model of MIS redefined the business decision making? **07**
- OR**
- (b)** Explain the MIS's functional and technical perspective in context to MIS Implementation. **07**
- Q.3 (a)** What is Management Information Value Chain? Draw Value Chain Analysis Model and explain in context to set up an information system for a departmental store. **07**
- (b)** What is a Decision Support System and Executive Support System? Differentiate DSS and ESS. **07**
- OR**
- Q.3 (a)** **Short Note:** Network Economy and IS Lifecycle **07**
- (b)** What is a Transaction Processing System? How TPS play an integral role in MIS? **07**
- Q.4 (a)** What is ERP? What is the functional perspective required to consider while designing an ERP system for increasing business efficiency and decision effectiveness? **07**
- (b)** What is Supply Chain Management? Explain the functional perspective of SCM ERP. **07**
- OR**
- Q.4 (a)** How ERP module of CRM assist the organization to increase business process? **07**
- (b)** **Short Note:** Business Intelligence **07**
- Q.5 (a)** What is Disruptive Technology? How are disruptive technologies redefining business boundaries? **07**
- (b)** What is the role of ethics in MIS? Explain your views in context to "Facebook data breach case" in respect to maintain user privacy. **07**
- OR**
- Q.5 (a)** What is ethical hacking? How the learning perspective of ethical hacking help organization to stay safe? **07**
- (b)** **Short Note:** Cybercrime in Banking Sector **07**
