

AS-755

M.B.A. (Semester—I) Examination
MANAGEMENT INFORMATION SYSTEM
Paper—MBA/107

Time : Three Hours]

[Maximum Marks : 70

Note :— (1) **ALL** questions are compulsory.

(2) Figures to the right indicate marks.

SECTION—A

1. (a) Explain the characteristics of MIS in detail. Also explain what functions MIS must perform in order to meet its objectives. 14

OR

- (b) Can't we do without MIS in business organizations ? How did business organizations manage to survive and grow without MIS in the past ? 14

SECTION—B

2. (a) How would you distinguish between data and information ? Can data for one person might be information for another ? 7
- (b) Mr. Jayant is a budding entrepreneur, who has started a financial company dealing with claim settlement of vehicle insurance. As an MIS consultant how will you design an information system using system development model for Jayant's Venture ? 7

OR

- (c) Explain what do you mean by quality in MIS ? What steps should have been taken during system development to ensure the quality of an information system ? 7
- (d) The well known established company having strong brand name in the market decided to launch new product in the market. After three months of launching the product, Customer Care department decided to take customer feedback, if you are Head of Customer Care, how will you design MIS for the said product ? 7
3. (a) Explain Herbert Simon model of decision making in detail. 7
- (b) Assume you have been asked to develop an information system for conducting Common Entrance Test (CET) for MBA aspirants, which method would you prefer for developing such system and why ? What information would you require for such system ? 7

OR

- (c) Explain how decisions are classified according to the knowledge of outcome. 7
- (d) Is it wise to spend more time on problem analysis and problem definition as compared to time spent on decision making ? Explain. 7

SECTION-C

- 4. (a) Explain how you use EIS in MIS. What specific advantages the user of MIS would draw from EIS ? 7
- (b) 'Expert system employs human knowledge captured in a computer to solve problems that ordinarily require human expertise.' Comment on above statement. 7

OR

- (c) Explain the importance of Decision Support System in MIS ? 7
- (d) A major thrust of artificial intelligence is the development of computer functions normally associated with human intelligence such as reasoning, inference, learning and problem solving. Do you agree with the statement ? Give reasons. 7

SECTION-D

- 5. Multibase Company Ltd. is a diversified business group with interest in fabric and yarn manufacturing, paper and pulp and cement. Its manufacturing units are located across the country and number eight—one for fabric, two for yarn, two for paper and pulp, and three for cement. While the head of each unit has considerable operational autonomy, strategic decision considering these units, such as capacity expansion, procurement of new technology involving substantial investment, etc. are made at the headquarters, located in Delhi. The headquarters monitor the performance of every unit through weekly and monthly reports which are prepared by Computer Base Information System (CBIS) installed at each unit. Often considerable amount of time of the senior executives is taken away in analyzing these reports.

The result is that the senior executives have little time for strategic thinking which they feel is a must in the present competitive environment.

The CEO of the company has thus proposed to develop suitable computer based system which might be helpful in understanding the current status of various manufacturing units in terms of their overall performance, the type of environmental constraints that operate in the three businesses that exist for enhancing capacity in these business areas.

- (a) Do you agree with the proposed solution given by CEO of the Company ? Justify your answer ? 7
- (b) How use of ERP can be useful in such large manufacturing business group ? 7