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**OPEN BOOK ASSESSMENT
JUNE SEMESTER 2021**

**MANAGEMENT INFORMATION SYSTEM
(ISYS2400)**

(TIME: 2 HOURS)

MATRIC NO. :

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IC. / PASSPORT NO. :

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LECTURER : SATYAM PAUDEL

GENERAL INSTRUCTIONS

1. This question booklet consists of 4 pages including this page.
2. Answer **ALL** questions in the **ANSWER BOOKLET**.
3. Please refer to following format while answering the Questions:
 - a. Answers should be in Font: Times New Roman, Font size: 12 and single line spacing.
 - b. Write the Question number clearly.
 - c. Start new answer on a Fresh Page.

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SECTION A**(30 MARKS)**

There are FOUR (4) questions in this section. Answer ALL the Questions in the ANSWER BOOKLET.

1. Whether your business is large or small, there are several ERP benefits your company could gain. Enterprise resource planning software (ERP) is a suite of customizable applications that allow businesses to integrate and manage their most important processes. Although there are plenty of advantages, it's not all smooth sailing; ERP has its disadvantages, too. ERP is usually referred to as a category of business management software. Analyse **ANY FIVE (5)** benefits of Enterprise Resource planning (ERP).
(10 marks)
(CLO2:PLO8:C4)
2.
 - a. Marketing information systems assist marketers in meeting the information needs in different areas. Relate **ANY FIVE (5)** areas where marketing information system will help.
(5 marks)
(CLO2:PLO8:C4)
 - b. Goal of HRM is the effective and efficient use of the human resources of a company. Analyze how does human resource information systems support organization?
(5 marks)
(CLO2:PLO8:C4)
3. E-commerce is changing the shape of competition, the speed of action, and the streamlining of interactions, products and payments from customers to companies and from companies to suppliers. Identify **FOUR (4)** key success factors of E-commerce technology.
(4 marks)
(CLO2:PLO8:C1)

4. Information Technology is increasingly important in the competitive marketplace. Managers need all the help they can get. Information systems perform three vital roles in business: Support Strategies for Competitive Advantage, Support Strategies for Business Decision Making, Support Business Processes and Operations. Discuss these vital roles in brief.



(6 marks)
(CLO2:PLO8:C2)

SECTION B**(30 MARKS)**

There are THREE (3) questions in this section. Answer ALL Questions in the ANSWER BOOKLET.

Please read the case study prior to answer.

Case Study: Porter's Competitive Force Model for Online Food Business

Online Food Business is growing in E-commerce Industry. “**FoodFiesta**”, a newly registered company as online food business is trying to make a mark and capture most of the opportunities available in market of Nepal. You have been hired a MIS Expert for this organization, with a responsibility to meet organizational needs, help make business decisions and drive business strategically through the effective use of Information Technology.

Primarily, the board of directors want a comprehensive study of feasibility to do business. As a MIS Expert you are responsible to do the following assignments.

Questions:

1. Prepare a comprehensive report highlight the competitive force Model for “FoodFiesta”.
(10 marks)
(CLO2:PLO8:C4)

2. According to Porter, competitive advantage can be developed by following one or more of the strategies. Analyze the different strategies that you would formulate suitable to the business model of “FoodFiesta”.
(10 marks)
(CLO2:PLO8:C4)

3. Decision makers have also identified the CRM can improve the business process. Customer relationship management (CRM) is a technology for managing all your company's relationships and interactions with customers and potential customers. Discuss the different benefits that CRM would offer for “FoodFiesta”.
(10 marks)
(CLO2:PLO8:C4)

***** END OF QUESTIONS *****