

Candidate No. _____

KADI SARVA VISHWAVIDHYALAYA
INFORMATION SYSTEM FOR MANAGERS (CC - 107)

MBA I Semester I
End Term Examination
Duration: 2.5 Hrs

Time: 10.00 to 12.30

Batch 2013-15
Marks: 40
Date: 02/01/14

Instructions:

1. This paper has FIVE questions.
2. Your answer should be precise and to the point.
3. Give examples and make diagrams wherever necessary.

Question 1. Answer the following:

[08]

- A. Define Mail Merge and write the procedure for creating main document.
- B. How are charts useful in Excel? Compare any three chart types available in Excel.

OR

- B. Explain the different types of cell referencing. What is the significance of cell referencing in LOOKUP function?

Question 2. Answer the following:

[08]

- A. What are the views available in PowerPoint? How is the Slide Sorter view different from the Slide Show view?
- B. Draw a simple architecture of computer and explain the main functions of each of the CPU.

OR

- A. What is meant by network topology? Describe star and ring topology with their relative advantages and disadvantages.
- B. Write a short note on text alignment in MS PowerPoint.

Question 3. Answer the following:

[08]

- A. What could be the tangible and intangible benefits that could be expected if an organisation were to implement the Customer Relationship Management (CRM) system?
- B. Enlist benefits of Enterprise Resource Planning in any organization.

OR

- A. What are the steps involved in ethical analysis?
- B. What is "bullwhip effect"? How does information system help in curbing the effect?

Question 4. Read the following and the answer the questions.

[08]

- A. How does an information system support the five functions of management and the three levels of management activities?
- B. Why is it difficult to capture and manage knowledge in an organization?

OR

- A. What do you understand by business processes? Why is it necessary to understand business processes in order to understand MIS?
- B. Explain how an Executive Information System (EIS) can be used by senior management to monitor the achievement of corporate strategy.

Question 5. Read the case and answer the questions:

[08]

Quicktravel, a privately held, family owned company and one of the largest travel services firm in the world. Quicktravel's global distribution network is a worldwide telecommunications network through which the airline reservation systems are accessible. All Quicktravel agents are connected to the network through the company's Travel Software Applications. Clients planning trips can either use the network to research or book their travel arrangements, or they can work through a Quicktravel agent. Moreover, clients can choose to use a local Quicktravel agent, or they can turn to specific agents of their choice anywhere in the world.

The CEO of the company had this to say, "...Now we will not only connect people by planes or trains but we will connect them through technology."

Questions:

- A. Is it possible for small companies to adopt technology similar to Quicktravel's? Why or why not? Justify.
- B. What is the significance of CEO's statement? Give your viewpoint.

Kadi Sarva Vishwavidyalaya, Gandhinagar

MBA Semester-I

Information System for Managers (CC-107)

Date: 5/5/14
Time: 10 to 12:30

Total Marks: 40

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- Q.1 A. Explain Role of MIS in Management processes. 4
B. Differentiate between (any two) 4
i. Hardware and Software
ii. Analog signal and Digital Signal
iii. CUI and GUI
- OR
- B. What is virus? State measures required for securing system from viruses? 4
- Q.2 A. Describe the payment systems for m-commerce. What role is played by mobile wallets? 4
B. List and describe various categories of e-commerce. 4
- OR
- A. How does the Internet change firm's consumer and supplier relationships? 4
B. Name and describe principle network topologies in detail. 4
- Q.3 A. Who is Cracker? How does he create security problems and damage systems? 4
B. What is Local Area Network? What are the components of typical LAN? What are the functions of each component? 4
- OR
- A. Define mail merge and write the procedure for creating main document. 4
B. Write short note on GDSS. 4
- Q.4 A. ERP recognized as a necessary ingredient that many companies need to gain efficiency, agility and responsiveness required to succeed in today's dynamic business environment."-Comment. 4
B. Define an expert system, describe how it works and explain importance to business. 4
- OR
- A. What is Bluetooth? Describe its capabilities. For what types of applications is it best suited? 4
B. Discuss various elements of Paragraph formatting option in MS-Word. 4

An Enterprise wide information System at Hertz

Hertz Corporation, the largest company in the car rental industry, competes against dozens of companies in hundreds of locations worldwide. Several marketing decisions must be made almost instantaneously (such as whether to follow a competitor's price discount). The company's marketing decisions are decentralized and are based on information about cities, climates, holidays, business cycles, tourist activities, past promotions, competitors' actions, and customers' behaviour. The amount of such information is huge, and the only way to process it is to use computers. The problem faced by Hertz was how to provide accessibility to such information and use it properly. A mainframe-based DSS was developed as early as 1987 to allow fast analysis by executives and managers. But a marketing manager who had a question had to go through a staff assistant, which made the process lengthy and cumbersome. The need for a better system was obvious.

In 1988, Hertz decided to add a PC-based EIS as a companion to the DSS. The combined system gave executives tools to analyze the mountains of stored information and make real-time decisions without the help of assistants. The system was migrated to a Web-based enterprise system in 2001. It is extremely user-friendly and is maintained by the marketing staff. Since its assimilation into the corporate culture conformed to the manner in which Hertz executives were used to working, implementation and extensive use were no problem. Hertz managers say that the enterprise system creates synergy in decision making. It triggers questions, a greater influx of creative ideas, and more cost-effective marketing decisions. In the Late 1990s, the system was integrated with a data warehouse and connected to the corporate intranets and the Internet. Now local managers know all competitors' prices, in real time. By using supply-demand models, they can assess the impact of price changes on the demand for cars. In 2001 the system was connected to the corporate ERP and expanded to include e-commerce capabilities.

Questions:

- (a) Why was the DSS insufficient by itself, and how did the addition of the EIS make it effective ?
- (b) Why is the data warehouse useful?
- (c) Why was integration to e-commerce needed?

-----All the Best-----

Kadi Sarva VishwaVidyalaya, Gandhinagar
MBA – Semester – I – December 2014 Examination
Information System for Managers (CC 107)

Date: 30/12/2015**Weightage: 40%****Duration: 2½ Hours****Instructions:**

1. Make assumptions wherever necessary and state them clearly
2. Figures to the right indicate weightage

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|-----|-----|---|----|
| Q-1 | (A) | Explain Following: | 4% |
| | | I. TPS | |
| | | II. Network topology | |
| | (B) | What is software? Define its types. | 4% |
| | | OR | |
| | (B) | Explain mail merge with its process. | 4% |
| Q-2 | (A) | What is a network? Discuss the basic components of a simple Computer Network. | 4% |
| | (B) | What is a computer? Explain a computer system. | 4% |
| | | OR | |
| Q-2 | (A) | What do you mean by computer hardware? Briefly enumerate the various input, output & storage devices. | 4% |
| | (B) | Describe the major types of Information Systems and the organizational levels served by each. | 4% |
| Q-3 | (A) | Explain exactly how IT enhances Business Processes in terms of efficiency and transformation | 4% |
| | (B) | What are enterprise applications? How can it promote business process integration? | 4% |
| | | OR | |
| Q-3 | (A) | What is the difference between e-business, e-commerce and e-government? | 4% |
| | (B) | What are the major types of knowledge work systems and how do they provide value for firms? | 4% |
| Q-4 | (A) | What is the role of knowledge management and knowledge management program in business? | 4% |
| | (B) | List and describe the key technological trends that heighten ethical concern. | 4% |
| | | OR | |
| Q-4 | (A) | Explain the concept of ERP. | 4% |
| | (B) | If you want to build any IT system in your organization, what are the three main dimensions that you need to integrate for successful implementation? | 4% |
| Q-5 | (A) | Explain how Customer Relationship Management can benefit the organization with reference to any service organization of your choice | 4% |
| | (B) | Explain Supply Chain Management. Discuss different models of SCM in detail. | 4% |

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