F-6208 : Management of Information Systems

Time : 3 Hours

Max. Marks :50

Part – A is compulsory. Attempt any THREE questions from Part – B.

Part – A

1. Briefly introduce the industry and the organization you have studied as a part of your group field assignment and answer following questions in this context:

   a. Discuss various SMAC initiatives in the chosen industry and how these initiatives have helped the industry to become more customer centric.   5

   b. Discuss the best-in-class organization in the industry and elaborate how IT has helped the organization to become best-in-class.   5

   c. Suggest applications of IT which could possibly lead to sustainable competitive advantage for the industry.   5

   d. Comment on IT Architecture in the chosen organization. What would you recommend as a futuristic IT Architecture for the organization?   5

Part – B

2. Write short notes on the following:

   a.   System Development Life Cycle
   b.   Decision Support Systems   10

3. "Transaction Processing Systems are the only generators of data in a CBIS environment. All other systems are consumers of data". Comment on this

statement in the context of Computer Based Information Systems (CBIS) for a telecom organization. Discuss various types of CBIS?

10

4. "From a business perspective, information systems are part of a series of value-adding activities for acquiring, transforming, and distributing information that managers can use to improve decision making, enhance organizational performance, and ultimately, increase firm profitability". Illustrate this statement in light of "Business Information Value Chain".

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5. Discuss any three of the following:

    a.   Value Chain and Value Web Models
    b.   Business Analytics
    c.   IT Architecture
    d.   IT Leadership

10

6.

    a.   Identify and describe important features of organizations that managers need to know in order to build and use information systems successfully.

    b.   What ethical, social, and political issues are raised by information systems? What specific principles for conduct can be used to guide decisions to tackle these issues from managerial perspective?

10