

MBA(FT) – March/April 2018

F-6208 : Management of Information Systems

Time : 3 Hours

Max. Marks : 50

*Attempt any FIVE questions. All questions carry equal marks.*

1. Briefly introduce the industry/organization you have studied as a part of your group field assignment and answer the following questions in this context:
  - a. Suggest a Facebook or LinkedIn like system for the Organization to facilitate internal communications.
  - b. Discuss some of the most recent technology options available to this organization for becoming more competitive.
2. What do you understand by the System Development Life Cycle? Discuss specific deliverables of each phase of the Cycle? Comment on the role of various stakeholders such as Management, IT People and the User Groups during each phase.
3.
  - a. What are the issues and technical alternatives to be considered when developing international information systems?
  - b. How do different decision-making constituencies in an organization use business intelligence, and what is the role of information systems in helping people working in a group make decisions more efficiently?
4.
  - a. Why are information policy, data administration, and data quality assurance essential for managing a firm's data resources?
  - b. What issues must be addressed when building an e-commerce presence?



5. "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 an insurance organization. Discuss relationship amongst various types of CBIS.
6. Discuss any three of the following:
  - a. Value Chain and Value Web Models
  - b. Data, Models and Decision Support
  - c. Artificial Intelligence Based Systems
  - d. IT Architecture
7. Information technology provides huge opportunities to an organization to gain competitive advantage? What are different models and type of information systems which can help an organization gain competitive advantage?
8.
  - a. What is the Role of Enterprise Business Systems using E-CRM and E-SCM?
  - b. What are new approaches for system building in the digital firm era?
  - c. What is the significance of IT Leadership in an organization?