

MBA(FT) – March 2014

MBAFT-6208 : Management of Information Systems

Time : 3 Hours

Max. Marks :50

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

Part – A

1. "Transaction Processing Systems are the only data generators in an organization. All other types of CBIS are data consumers." Comment on this statement in the context of a business organization discussing various types of CBIS.

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2. What is the role of Social Networking sites in a business organization? Discuss how an organization can leverage Facebook "Likes" for real time CRM and real time SCM? Suggest a social networking system for an organization within intranet.

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3. What category of information systems are used to address business decision making? Describe the purpose of various parts of a Decision Support Systems with examples. How are Decision Support System and Knowledge Management System related to each other?

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4. Name any five IT trend that are going to have significant impact on future of businesses. While answering your question select one company or industry and explain the impact on increasing RPC (Revenue, Profit and Customer Satisfaction) and/or reducing CR (Cost, Risk and Complexity).

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5. Discuss any three of the following:

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 - a. Business Intelligence
 - b. IT Leadership
 - c. Inter-organizational Information Systems
 - d. SDLC

Part – B

6. Briefly introduce the industry and the organization you have studied as a part of your group field assignment and answer the following questions in this context:
- a. Comment on various KRAs and IT's impact on these KRAs in the the chosen industry? 5
 - b. What are the most impactful IT applications in the chosen industry in India and how do these match global organizations in the industry? 5
 - c. Map an organization in the industry on MIS Strategic Grid and recommend the growth of IT in the organization 5
 - d. How can the chosen organization make use of Social Media for gaining Competitive Advantage? 5