

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. What do you understand by levels of managerial decision making? How do information systems support the activities of managers and management decision making? How do decision support systems differ from MIS and how do they create business value?
10
2. How do enterprise applications, collaboration, communication systems, and intranets improve organizational performances? Illustrate with the help of suitable examples from Indian industry.
10
3. How do customer relationship management systems help firms achieve customer delight? What type of CRM applications can be thought of in the following industries:
 - i. Education
 - ii. Insurance
 - iii. Banking10
4. "Transaction Processing Systems must always be the first systems to be developed in an organization". Comment on this statement in the context of a business organization discussing other types of CBIS.
10
5. Discuss the following:
 - a. Business Analytics
 - b. IT Leadership
 - c. SDLC10

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 KPAs and IT's impact on these KPAs in the chosen industry? 5
 - b. Discuss various CBIS systems in the chosen organization. 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 use Social Media to its advantage for creating business value? 5