

Reg. No:

SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR
(AUTONOMOUS)

MBA I Year I Semester Regular Examinations Jan 2020

MANAGEMENT INFORMATION SYSTEM

Time: 3 hours

Max. Marks: 60

SECTION – A

(Answer all Five Units 5 x 10 = 50 Marks)

UNIT-I

1 What is MIS? How do management decisions can be taken using management information system? **10M**

OR

2 Give a discussion on Management information system under system approach. **10M**

UNIT-II

3 What are the Basic structural concepts of MIS? **10M**

OR

4 Describe the functionality of Decision Support System, with a case-study. **10M**

UNIT-III

5 Give an Overview of System Development. And explain how it functions. **10M**

OR

6 What is called SDLC? Explain its stages. **10M**

UNIT-IV

7 How to create a database environment? Give an example. **10M**

OR

8 What are coding techniques? Explain its significance. **10M**

UNIT-V

9 What is ERP system? Explain with an example. **10M**

OR

10 Differentiate between EPR and Conventional package. **10M**

SECTION – B

(Compulsory Question)

1 x 10 = 10 Marks

With the advent of science and technology, technological innovations have become a pre-requisite to achieve operational and strategic excellence. Organizations by using state-of-the-art systems, are striving for their best to achieve sustainable and long-term competitive advantage. It has become sine qua non to use modern tools for the effective achievement of goals and objectives. Its importance can also be observed from the increased spending on Research & Development in order to pace up with the today's dynamic business environment.

Wal-Mart, founded by Sam Walton in 1962, is the world's largest retailer that employs about 2.1 million associates worldwide, in more than 8,400 stores, including 8, discount stores, 3,100 combination discount and grocery stores. Wal-Mart is serving its customers and members more than 200 million times per week at more than 8,613 retail units under 55 different banners in 15 countries. Wal-Mart has ranked first among retailers in Fortune Magazine's 2010 Most Admired Companies survey with fiscal year 2010 sales of \$405 billion. Sam Walton's belief was to build an empire by providing value to its customers and empowering employees, also known as associates. The way the Wal-Mart operates is so fascinating and impressive that Jack Welch, CEO of General Electric once said: "*Many of our management teams spent time there observing the speed, the bias for action, the utter customer fixation that drives Wal-Mart.*"

The use of high-tech Information technology has always been an essential ingredient for Wal-Mart's

growth. Since its inception, it has used the IT systems well enough for the Inventory, administrative, customers and suppliers management.

Wal-Mart's investment in technology started with the computerized accounting systems and since then the continuous adoption of latest technologies has made Wal-Mart a market leader in the whole retail industry.

Wal-Mart developed a well-equipped computerized Point of Sale (POS) system capable of identifying each unit sold, creation of accurate sales receipt and storing all the information item-by-item for sales analysis and inventory reordering purposes. It helped company to avoid overstocking of merchandize through effective information usage and also assisted them in investing in only those merchandize that were profitable. It has also helped them figure out best selling products and prospective products that customers want. Analysts say that it is Wal-Mart's Point of Sale system that has helped them achieve the world's largest market share and revenues in retail industry.

(a) Explain about problem in his views of owners.

(b) how do you solve this problem if you are Sam Walton?

***** END *****