



SIDDHARTH GROUP OF INSTITUTIONS:: PUTTUR
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QUESTION BANK DESCRIPTIVE

Subject with Code: MANAGEMENT INFORMATION SYSTEM (19MB9006)

Course & Branch: MBA **Year & Sem:** I-Year & I-Sem

Regulation: R19

UNIT – I

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| 1. | What is called MIS? Define its importance. | 10M |
| 2. | How do management decisions can be taken using management information system? | 10M |
| 3. | Discuss Systems Approach and Information with the help of the diagram. | 10M |
| 4. | Explain Ark system with an example. | 10M |
| 5. | What Information System Architecture in management information system? | 10M |
| 6. | Explain about Quantitative Techniques with illustrations. | 10M |
| 7. | What is meant by Management Information Systems interfacing? How it works? | 10M |
| 8. | A) write and explain any two definitions in MIS. | 05M |
| | B) What are the difference between information system & MIS systems? | 05M |
| 9. | Give a discussion on Management information system under system approach. | 10M |
| 10. | a. Discuss about role of managers in organization. | 05M |
| | b. Explain Decision making with MIS. | 05M |

UNIT – II

1. What is called structure of MIS? Discuss with an example. 10M
2. What are the Basic structural concepts of MIS? 10M
3. Write down the differences between public and private information system? 10M
4. What is MIS Office automation? How it useful for managers? 10M
5. Describe the functionality of Decision Support System, with a case-study. 10M
6. Give a short note on Knowledge Work Systems. 10M
7. What is Artificial Intelligence menace? Explain with definition. 10M
8. What is called Group Decision Support Systems (GDSS)? Explain with a chart 10M
9. Explain any two office applications in DM. 10M
10. Explain the following.
 - A) What is Formal information? Explain with an example. 05M
 - B) What is Informal information? Explain with an example. 05M

UNIT – III

1. Give an Overview of System Development. And explain how it functions. 10M
2. Describe system development methodologies in information systems. 10M
3. What is called SDLC? Explain its stages. 10M
4. What is called prototyping approach? How it works with MIS? 10M
5. Explain the need of user development approach. 10M
6. Give a short note on System Development and its importance. 10M
7. Explain System development methodologies and its importance. 10M
8. What is the difference between SDLC approach & prototyping approach? 10M
9. What is the difference between data mining & data warehousing? 10M
10. What is the need of user development approach in MIS? 10M

UNIT – IV

1. Explain User development approach with diagrams. 10M
2. How to create a database environment? Give an example. 10M
3. What is the flexibility does an end user has in MIS? 10M
4. a) What is meant by incremental model? 05M
b) Explain about spiral method. 05M
5. a) Explain about water flow method? 05M
b) End user development? 05M
6. What is called software life cycle models? Explain with a product example. 10M
7. Give a note on verification & validation. 10M
8. Explain testing security and how it is used in MIS. 10M
9. What are coding techniques? Explain its significance. 10M
10. Explain detection of error. What are its problems? 10M

UNIT – V

1. Explain in detail about software metrics. 10M
2. What is called software quality assurance? Why is it useful? Elaborate 10M
3. Give a note on cost benefit analysis. 10M
4. What are the types of information system control? 10M
5. Explain CRM system. How it is useful to owners? 10M
6. Differentiate between EPR and Conventional package. 10M
7. What are the objectives of ERP? Elucidate. 10M
8. What is ERP system? Explain with an example. 10M
9. What is the relation between MIS & Enterprise Resource Planning? 10M
10. What is need of maintenance in MIS? What happens without it? 10M

Case Study-I

XY trading limited is a young and dynamic exporting company in the mobile market. The company has been growing very quickly since they had a breakthrough with their initial product in 2002.

Since then the company has developed a number of new and ancillary products and has successfully managed to commercialize these products in Ireland, the UK and across the main markets in Europe. XY trading has a manufacturing plant and sales office in Ireland, and a mixture of direct sales and channel partners in the UK and Germany. The additions of the UK and Germany outlets to the company were achieved through acquisition; both transactions were successfully completed in 2011

The company is keen to take advantage of their designs and new products but, is already beginning to see competition increase in their current markets. The management team have been discussing, more and more regularly, the challenges that they are experiencing associated with identifying and understanding the most important measures for their business including individual product profitability, country product penetration, customer turnover and profitability, market shares...to-date there has been a lot of debate but a lack of decisions.

Strategic issues

:XY trading does not currently have a formal MIS/performance measurement system (or methodology), that covers all areas of the organization, including manufacturing and sales. The main challenges that the company face, from an MIS and company performance management perspective, include:

- Company performance has been measured and managed through excel, with differing approaches and understanding across the various business units and countries.
- There is now distributed management team and goals and tracking of goals and objectives is not transparent.
- There is a growing number of employees involved in developing reports and clarifying.
- Reporting/report definition ambiguities across the company.
- Country and business unit performance is difficult to compare and overall company performance is also difficult to measure and forecast.

Questions

(a)What approaches should be considered by the management team to create an effective performance management and reporting capability for the whole organization concentrating on people, process and technology?

(b)How should they go about linking performance metrics to company strategy, which includes moving into additional markets in America?

(c)What key areas do you believe they should focus on for metrics, across the whole business?

(d) Given the distributed nature of the workforce (manufacturing and sales teams) how could online/mobile reporting tools support the organization?

Case Study-II

A new line teller system design for a medium size bank was approved by the president, signaling the beginning of implementation. The project leader devised a master plan to specify who is to perform each task and in what order. New deposit slips and withdrawers were ordered and delivered three weeks before implementation. In the interim, copies of the user manual were prepared for the lobby and drive-in-tellers. Soon after the terminals were installed, the tellers begin to learn how to enter various transactions. After training sessions were over, they had a chance to ask questions and enquire about the new system.

Once completed, the telephone company and the computer service representative hooked up the terminal on-line with the master system. The following Monday (a week before actual conversion), the analyst asked the head teller whether the tellers would come in on Saturday to catch up on their work and run test data to reinforce recent training.

The head teller agreed to overtime, but on Saturday, only 12 of 17 tellers showed up. During that time, the entire system was checked out and functioned as expected. The bank opened the following Monday, the online system operated normally. Customers were greeted at the door by the president. Coffee and cake were served in the lobby. At the end of the day, the

Analyst sent a report to the board directors informing them that the system was now in operation and all user requirements had been met. Three weeks later the analyst was called to the board meeting. The chairman criticized the analyst for exceeding the budgeted amount approved by the board. Furthermore the authorization the analyst gave the terminal vendor to bring in two CRT screens to expedite information retrieval exceeded his authority to implement the system. The bank's auditor also estimated that it would take 3.8 years rather than the initial estimate of 2.1 years to break even on the total cost of the installation. Not knowing what to say, the analyst left the board room with a feeling of total failure.

- (a) What are the major problems in the case? Who is to blame? Why?
- (b) Was the board chairman justified in his criticism of the analyst? Explain.
- (c) Discuss whether the analyst succeeded in implementation of the system.

Case Study-III

Unraveling the Jargon The consultant's reply was: "In my investigation of your applications portfolios, I've applied ... to the logical data structures and have discovered a very high frequency – approximately 93.286% - of data embedded in application program logic which is largely responsible for the integrity and synchronization problem currently being encountered. As a solution, I would recommend the design of a master database each of which would employ relational technology to reduce the database to third normal form. This would eliminate the possibility of semantic disintegrate upon querying the database."

- (a) Explain about jargon problem in his view.
- (b) What is the best option for the problem?

Case Study-IV

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?