



SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY: PUTTUR
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QUESTION BANK DESCRIPTIVE- 2021

Subject with Code: MANAGEMENT INFORMATION SYSTEM (20MB9006)

Course & Branch: MBA

Year & Sem: I-Year & I-Sem

Regulation: R20

UNIT-I

1	a.	What is Managing Information System?	[L1, CO1]	[5M]
	b.	Explain MIS role in decision making.	[L1, CO1]	[5M]
2	a.	Enumerate the most important features of an MIS.	[L2, CO1]	[5M]
	b.	Assess the importance of information in decision making.	[L4, CO1]	[5M]
3	a.	What are the major challenges in Managing Information System?	[L2, CO1]	[5M]
	b.	If you are CEO of Google identify your challenges in Managing Information System.	[L6, CO1]	[5M]
4	a.	Discuss the significance of Managing Information System.	[L3, CO1]	[5M]
	b.	What would happen if decision phrases go wrong?	[L5, CO1]	[5M]
5	a.	What are the benefits of Management Information System?	[L1, CO1]	[5M]
	b.	Utilizing MIS try to identify the advantages you can provide to a HR department.	[L6, CO1]	[5M]
6	a.	What is Systems approach in Managing Information System planning?	[L1, CO1]	[5M]
	b.	Interpret the quantitative techniques used in MIS.	[L2, CO1]	[5M]
7	a.	Define Information System and examine the architecture of Information System.	[L3, CO1]	[5M]
	b.	What choice would you have made while you are playing the role of security?	[L6, CO1]	[5M]
8	a.	Explain the role of quantitative techniques in Management Information System.	[L1, CO1]	[5M]
	b.	Write short notes on following: i. information utilization ii. figure head role	[L1, CO1]	[5M]
9	a.	Explain EDI interfacing with Managing Information System.	[L2, CO1]	[6M]
	b.	What is Managing Information System interface?	[L2, CO1]	[4M]
10	a.	Describe the role of MIS in decision making.	[L1, CO1]	[5M]
	b.	Write short notes on following: i: Decision making ii: system approach	[L1, CO1]	[5M]

UNIT-II

1	a.	What are the types of Information in Management Information System?	[L3, CO2]	[5M]
	b.	Evaluate the importance of Management Information System.	[L5, CO1]	[5M]
2	a.	What is Information System and its types?	[L3, CO2]	[5M]
	b.	Interpret the importance of Decision Support System.	[L3, CO2]	[5M]
3	a.	What are the five main types of Management Information System?	[L3, CO2]	[5M]
	b.	What is the need for MIS Office automation?	[L6, CO1]	[5M]
4	a.	What are the uses of Management Information System?	[L3, CO2]	[5M]
	b.	Identify the advantages of Knowledge Work Systems.	[L3, CO2]	[5M]
5	a.	What is Management Information System?	[L3, CO2]	[5M]
	b.	Discuss its structure and classification of Management Information System.	[L3, CO2]	[5M]
6	a.	Distinguish between formal and informal information system with examples.	[L3, CO2]	[6M]
	b.	Write short notes on following: i. Group Decision Support System. ii. Software life cycle	[L1, CO2]	[4M]
7	a.	How to identify formal and informal information system differences?	[L3, CO2]	[5M]
	b.	Write short notes on following: i. Operational level ii. Knowledge work system	[L3, CO2]	[5M]
8	a.	What is private information system? With definitions.	[L3, CO2]	[5M]
	b.	Explain about private information in detail with examples.	[L3, CO2]	[5M]
9	a.	Explain the difference between public and private Information System.	[L3, CO2]	[6M]
	b.	If you are made as CEO of Google how do you use AI.	[L6, CO2]	[4M]
10	a.	Write short notes on following: i. Expert System ii. Artificial Intelligence	[L3, CO2]	[5M]
	b.	Highlight the uses of Artificial Intelligence as a management expert.	[L4, CO2]	[5M]

UNIT-III

1	a.	Describe the overview of System Development.	[L3, CO3]	[5M]
	b.	Write short notes on following: i. Prototype ii. System- testing.	[L1, CO1]	[5M]
2	a.	What is System Development and why is it important?	[L3, CO3]	[5M]
	b.	Explain the Distinction between distribution logic dimension and knowledge dimension.	[L1, CO3]	[5M]
3	a.	What is SDLC? Explain the various approaches of SDLC.	[L3, CO3]	[5M]
	b.	Enumerate the functions performed by an MIS.	[L3, CO1]	[5M]
4	a.	What are the approaches of MIS Development?	[L2, CO3]	[5M]
	b.	How do you create a data warehouse to maintain customer relation management system in your organization?	[L6, CO3]	[5M]
5	a.	Explain the prototype model phases for System Development.	[L3, CO3]	[6M]
	b.	Make a comparison between database environment, data mining and data warehouses.	[L3, CO2]	[4M]
6	a.	Explain the End-User Development approach for System Development? What are the advantages of End-User Development?	[L4, CO3]	[6M]
	b.	Assess the importance of data mining in relation to marketing function of an organization.	[L5, CO3]	[4M]
7	a.	What is data base management system DBMS? Why is it useful?	[L3, CO3]	[5M]
	b.	Explain the data base management system role in MIS.	[L2, CO3]	[5M]
8	a.	What is data base management system and explain its types?	[L3, CO3]	[5M]
	b.	Identify the importance of Data mining for an organization.	[L3, CO2]	[5M]
9	a.	Explain the functions of data base management system with example.	[L2, CO3]	[6M]
	b.	Write short notes on: (a) Data mining (b) Data warehouses.	[L2, CO1]	[4M]
10	a.	What is data base management system and what are the advantages of data base management system?	[L2, CO3]	[5M]
	b.	Write short notes on following: i. time & logic dimension ii. End- user development.	[L1, CO3]	[5M]

UNIT –IV

1	a.	What are software life-cycle models?	[L2, CO4]	[5M]
	b.	Explain in brief software life-cycle need in mobile industry.	[L3, CO1]	[5M]
2	a.	Describe the significance of validation in software engineering.	[L2, CO4]	[5M]
	b.	Describe the significance of verification in software engineering.	[L2, CO3]	[5M]
3	a.	What is the difference between verification and validation?	[L3, CO4]	[5M]
	b.	Examine the importance of control in information systems.	[L4, CO1]	[5M]
4	a.	State the 'Evolution of testing'.	[L2, CO3]	[5M]
	b.	What are different types of Testing?	[L2, CO3]	[5M]
5	a.	Discuss the different types of security Testing in detail.	[L3, CO3]	[5M]
	b.	If you get job of security testing what is your job role?	[L6, CO2]	[5M]
6	a.	What are the various coding techniques in MIS?	[L1, CO4]	[6M]
	b.	What is coding process in software engineering?	[L2, CO4]	[4M]
7	a.	what are the error detection methods?	[L3, CO3]	[5M]
	b.	What conclusions you can draw about error detection in coding?	[L4, CO3]	[5M]
8	a.	What are the software metrics?	[L3, CO3]	[5M]
	b.	What are their software metrics applications?	[L3, CO3]	[5M]
9	a.	What is software quality assurance?	[L2, CO3]	[6M]
	b.	How do you ensure software quality assurance?	[L2, CO3]	[4M]
10	a.	What are the main categories of controls for Information System?	[L2, CO3]	[5M]
	b.	What is the necessity to conduct cost benefit analysis in software quality assurance?	[L4, CO3]	[5M]

UNIT-V

1	a.	What is enterprise resource planning?	[L2, CO5]	[5M]
	b.	What are the different types of enterprise resource planning Packages?	[L1, CO1]	[5M]
2	a.	What are the major objectives of any organization to implement an ERP System?	[L5, CO5]	[5M]
	b.	Discuss ERP with referenceto financial accounting costing process for implementation?	[L5, CO5]	[5M]
3	a.	Differentiate between enterprise resource planning and management information system.	[L2, CO5]	[7M]
	b.	If you are owner of XYZ MBA collage at Tirupati give any two of your ERPs.	[L6, CO1]	[3M]
4	a.	How an ERP is different from conventional Packages?	[L4, CO5]	[5M]
	b.	How conventional Packages help IT sector?	[L4, CO5]	[5M]
5	a.	Define enterprise resource planning and give two definitions.	[L2,CO5,]	[4M]
	b.	What are functional modules of ERP?	[L2, CO5]	[6M]
6	a.	What is Customer relationship management?	[L2, CO5]	[6M]
	b.	How does Customer relationship management work?	[L1, CO5]	[4M]
7	a.	What is supply Chain Management?	[L3, CO5]	[5M]
	b.	How does supply Chain Management work?	[L2, CO3]	[5M]
8	a.	What are the 5 basic steps of supply chain management?	[L2, CO5]	[5M]
	b.	What are the advantages of CRM Package?	[L1, CO2]	[5M]
9	a.	What are the advantages of ERP Package?	[L1, CO5]	[5M]
	b.	What are the disadvantages of ERP Package?	[L1, CO5]	[5M]
10	a.	Explain the difference between ERP and CRM packages.	[L2, CO5]	[5M]
	b.	What are the disadvantages of CRM Package?	[L2, CO3]	[5M]

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

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 merchandise through effective information usage and also assisted them in investing in only those merchandise that were profitable. It has also helped them figure out bestselling 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?

