



T.E. (Information Technology) (Semester – II) Examination, 2011
MANAGEMENT INFORMATION SYSTEMS (New)
(2008 Pattern)

Time : 3 Hours

Max. Marks : 100

- Instructions :** 1) Answers to the two Sections should be written in *separate sheet*.
2) Use of logarithmic tables, slide rules and electronic pocket calculator is allowed.
3) Neat diagram must be drawn *wherever* necessary.
4) Black figures to the **right** indicate **full** marks.
5) Assume suitable data, *if necessary*.

SECTION – I

1. a) What is understood by term 'Management Information System' ? Discuss various activities performed by Management Information System in an organization. 9
b) What is planning ? Explain how Management Information System is used for Business Planning. 9

OR

2. a) What are the characteristics of an Information System ? Discuss the organization, management and technology dimensions of Information System. 9
b) Define the term 'manager'. With suitable examples explain the functions of manager of an IT industry. 9
3. a) What is the role of information in decision making ? Discuss with the help of suitable examples stages of decision making described by Simon. 8
b) Explain following analytical modeling activities that help in using decision Support System. 8
i) What-if analysis
ii) Sensitivity analysis.

OR

P.T.O.

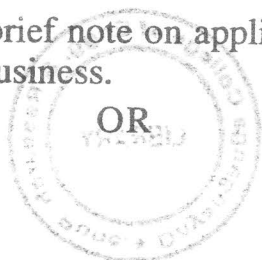


4. a) Explain following analytical modeling activities that help in using Decision Support System. 8
 i) Goal-seeking analysis
 ii) Optimization analysis.
- b) Describe how the concept of Artificial Intelligence and Data Mining is used in decision making process. 8
5. a) What is e-commerce ? Explain C2C, C2G, G2G types of e-commerce system. 8
- b) List the components of the Supply Chain Management and explain them briefly. 8
- OR
6. a) Explain following key components of an e-commerce process architecture. 8
 i) Access control and security
 ii) Profiling and personalizing
 iii) Search management
 iv) Content management
- b) What is CRM ? Briefly describe acquisition and enhance phases of CRM. Give suitable example. 8

SECTION – II

7. a) Nil-Jyothi Electronics Ltd. appoints certain daily labors. They are in type of skilled, semiskilled and unskilled worker. The wages per day is given to the worker and it generally paid by cash. The company has decided standard rate for each type of worker. The rate are as under : 8
 i) Skilled : Rs. 250 per day.
 ii) Unskilled : Rs. 100 per day.
 iii) Semi-skilled : Rs. 200 per day.
- The attendance is maintained by HR dept. Based on the attendance, Accounts dept makes the payment of each worker at the end of the month. Addition to the daily working Hrs. (8 hrs), if the workers has done extra duty then additional payment will be made on the basis of per hour – i.e. 8% for skilled, 6% for semiskilled and 10% for unskilled workers respectively. You are required to do the following :
- a) Design an input screen for maintaining daily attendance of the workers.
 b) Generate salary slip format of all workers in the form of report.
 c) Report generation of additional payments at the end of particular month.
- b) Write brief note on application of Management Information System in hotel business. 8

OR





8. a) M/s. Khushaldas Govinddas is a wholesale trading firm engaged in business for over 30 years. It has over 50 vendors, about 1050 retailers deals in 103 items. The firm has now decided to move into the IT era and need to computerize its operations. You, as a Systems Analyst, are required to give file design, give two output report formats and suggest two exceptional report formats. 8
- b) Write brief notes on : 8
- i) Enterprise application Integration
 - ii) Transaction Processing systems.
9. a) Briefly explain phases of ERP implementation. 8
- b) Why is Document Management Service Important ? How does outsourcing of Document Management Service help in business ? 8
- OR
10. a) BPO Service Industry is doing exceptionally well in India. Why ? What are the advantages of BPO services ? 8
- b) What is Medical Transcription Service ? Why Outsource Medical Transcription Service to India ? 8
11. a) What is 'Copyright' protection ? Explain its relevance in computer applications. 9
- b) Write the importance of security in Information Technology/Information System and explain the various measures which could be initiated to minimize, if not eliminate altogether, the threats to system security. 9
- OR
12. a) What is the ethical responsibility of business professionals ? 6
- b) Write short notes on **any two** of the following : 12
- a) Disaster management
 - b) Patents
 - c) Software piracy
 - d) Cultural challenges of Information Technology.