MBA I Semester Regular & Supplementary Examinations January 2025
MANAGEMENT INFORMATION SYSTEMS
(Common to MBA, Finance, Fintech, Business DA, Big DA & BFS)

Time: 3 hours   Max. Marks: 60

All questions carry equal marks
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SECTION – A
(Answer the following: 05 X 10 = 50 Marks)

1	(a)	Explain in detail about management information system.	5M
	(b)	Define the role of MIS in global business with suitable examples.	5M

OR

2	(a)	Describe the structure of MIS and how it supports decision making.	5M
	(b)	List the characteristics of a good MIS.	5M

3	(a)	Discuss in detail about data resource management.	5M
	(b)	Explain the concept of data mining and its importance.	5M

OR

4	(a)	How would you utilize data mining to extract meaningful insights from large datasets?	5M
	(b)	Discuss about various types of data models.	5M

5	(a)	Explain about Enterprise Resource Planning system.	5M
	(b)	What are the key components of a Knowledge Management System?	5M

OR

6	(a)	List the different types of decision support systems.	5M
	(b)	Define Customer Relationship Management and its role in business.	5M

7	(a)	What are the phases of the Software Development Life Cycle?	5M
	(b)	What are the core elements of project management in an IS context?	5M

OR

8	(a)	Apply the concept of cost/benefit analysis in evaluating an IS security solution.	5M
	(b)	Why is it important to differentiate between functional and non-functional requirements in a system development project?	5M

9	(a)	What are common security threats faced by information systems?	5M
	(b)	Discuss the key components of a disaster recovery plan.	5M

OR

10	(a)	Discuss ethical issues in IS with suitable examples.	5M
	(b)	What are the key ethical issues that arise in managing information systems?	5M

SECTION – B
(Compulsory question, 01 X 10 = 10 Marks)

11   **Case Study/Problem:**   10M
Walmart: Leveraging Big Data and Analytics

Background:
Walmart, the world's largest retailer, employs a sophisticated Management Information System that harnesses big data analytics to optimize its supply chain and inventory management.

Innovation:
Walmart uses data from its point-of-sale (POS) systems to analyze consumer buying patterns. This data informs inventory management, helping the company maintain optimal stock levels and reduce waste.

Impact:

- **Cost Savings:** By accurately predicting demand, Walmart minimized excess inventory, leading to significant cost reductions.
- **Enhanced Customer Satisfaction:** Efficient inventory management ensured that popular products were always in stock, enhancing the customer shopping experience.

Challenges:
Walmart faced challenges in managing and analyzing vast amounts of data while ensuring data security and compliance with privacy regulations.

Discussion Questions:

(i) How does Walmart's use of data analytics give it a competitive advantage over other retailers?

(ii) What challenges do large organizations face in implementing big data solutions, and how can they overcome them?

(iii) How important is data security in the context of big data analytics, and what measures should Walmart take to protect customer data?

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MBA I Semester Regular & Supplementary Examinations February 2024
MANAGEMENT INFORMATION SYSTEMS
(Common to MBA, Finance, Fintech, Business Data Analytics, Big Data Analytics and B&FS)

Time: 3 hours   Max. Marks: 60

All questions carry equal marks
*****
SECTION – A
(Answer the following: 05 X 10 = 50 Marks)

1 (a) What is Management Information Systems (MIS), and why is it important for organizations?   5M
   (b) How does MIS facilitate decision-making within an organization?   5M
   OR
2 (a) Explain the nature of MIS and its role in organizational decision-making.   5M
   (b) How does Information Technology (IT) contribute to the effectiveness of MIS?   5M

3 (a) Define and explain the fundamental concepts of databases.   5M
   (b) What are the advantages of using a database system over traditional file-based   5M
        approaches?
   OR
4 (a) What are the limitations of traditional data management methods?   5M
   (b) What is a Database Management System (DBMS), and how does it work?   5M

5 (a) Define and differentiate between Enterprise Resource Planning (ERP), Customer   5M
        Relationship Management (CRM), and Supply Chain Management (SCM) systems.
   (b) What are the Decision Support Systems (DSS), and how do they assist in decision-making?   5M
   OR
6 (a) Define Business Intelligence (BI) and Knowledge Management Systems (KMS).   5M
   (b) How do various decision support techniques align with different decision types?   5M

7 (a) Explain how an ERP system can improve operational efficiency in a manufacturing   5M
        company.
   (b) Describe the key features and benefits of a CRM system in managing customer   5M
        interactions.
   OR
8 (a) Explain the potential impact of SCM on reducing operational costs and improving customer 5M
        satisfaction.
   (b) Describe the role of MIS in providing information to support managerial decision-making. 5M

9 (a) Discuss the ethical implications of using artificial intelligence and machine learning in 5M
        information systems.
   (b) Explain the role of information systems in addressing or exacerbating social inequalities. 5M
   OR
10 (a) Identify and describe common Information Systems security threats.   5M
   (b) Outline the key elements of an effective disaster recovery plan.   5M

SECTION – B
(Compulsory question, 01 X 10 = 10 Marks)

11   **Case Study/Problem:**   10M

A waiter takes an order at a table and then enters it online via one of the six terminals located in the restaurant dining room. The order is routed to a printer in the appropriate preparation area: the cold-item printer if it is a salad, the hot-item printer if it is a hot sandwich, or the bar printer if it is a drink. A customer's meal check-listing (bill) the items ordered, and the respective prices are automatically generated. This ordering system eliminates the old three-carbon-copy guest check system as well as any problems caused by a waiter 's handwriting.

When the kitchen runs out of a food item, the cooks send out an out-of-stock message, which will be displayed on the dining room terminals when waiters try to order that item. This gives the waiters faster feedback, enabling them to give better service to the customers. Other system features aid management in the planning and control of their restaurant business. The system provides up-to-the-minute information on the food items ordered and breaks out percentages showing sales of each item versus total sales.

This helps management plan menus according to customers. The system also compares the weekly sales totals versus food costs, allowing planning for tighter cost controls. In addition, whenever an order is voided, the reasons for the void are keyed in. This may help later in management decisions, especially if the voids are consistently related to food or service. Acceptance of the system by the users is exceptionally high since the waiters and waitresses were involved in the selection and design process. All potential users were asked to give their impressions and ideas about the various systems available before one was chosen.

Questions:
(i) In the light of the system, describe the decisions to be made around strategic planning, managerial control, and operational control. What information would you require to make such decisions?
(ii) What would make the system a more complete MIS rather than just doing transaction processing?
(iii) Explain the probable effects that making the system more formal would have on the customers and the management.

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MBA I Semester Supplementary Examinations July 2024
MANAGEMENT INFORMATION SYSTEMS
(Common to MBA, Finance, Fintech, BDA, Big DA & BFS)

Time: 3 hours · Max. Marks: 60

All questions carry equal marks
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SECTION – A
(Answer the following: 05 X 10 = 50 Marks)

1 (a) Discuss the key characteristics that distinguish MIS from other information systems. 5M
 (b) What are the primary reasons for the need for MIS in modern organizations? 5M

OR

2 (a) Discuss the challenges and advantages of using MIS in a global business context. 5M
 (b) Describe the typical components and structure of a Management Information System. 5M

3 (a) What are the limitations of traditional data management methods? 5M
 (b) Explain the concept of data warehousing and its significance in MIS. 5M

OR

4 (a) Describe different data models commonly used in database design. 5M
 (b) Compare and contrast traditional and modern approaches to data management. 5M

5 (a) Define Customer Relationship Management (CRM) and its significance in modern businesses. 5M
 (b) Explain the potential impact of SCM on reducing operational costs and improving customer satisfaction. 5M

OR

6 (a) Explain how MIS can help managers monitor and control business operations. 5M
 (b) Discuss the key components of a Business Information system, including data warehousing, reporting, and data analytics. 5M

7 (a) What are the phases of the Software Development Life Cycle (SDLC), and what happens in each phase? 5M
 (b) Define Knowledge Management (KM) and its significance in leveraging an organization's intellectual assets. 5M

OR

8 (a) Describe the components of a Knowledge Management System (KMS) and how they facilitate knowledge sharing. 5M
 (b) Discuss the challenges organizations may encounter when implementing a KMS and strategies to address them. 5M

9 (a) What is a disaster recovery plan, and why is it important for IS management? 5M
 (b) How can organizations address social and ethical concerns related to IS? 5M

OR

10 (a) Discuss the strategies and technologies used to protect Information Systems. 5M
 (b) Explain the ethical dilemmas that can arise in the use of Information Systems. 5M

SECTION – B
(Compulsory question, 01 X 10 = 10 Marks)

11 **Case Study/Problem:** 10M

A new on-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 began to learn how to enter various transactions. After the 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 online with the master system.

The following Monday (a week before the 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.

Questions:
(i) What are the major problems in the case? Who is to blame? Why?
(ii) Was the board chairman justified in his criticism of the analyst? Explain.
(iii) Discuss whether the analyst succeeded in the implementation of the system.

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Code: 21E00106

MBA I Semester Supplementary Examinations October 2022
MANAGEMENT INFORMATION SYSTEMS
(Common to BDA, BigDA, B&FS, MBA (GM&BM), Fintech and Finance)
(For students admitted in 2021 only)

Time: 3 hours   Max. Marks: 60

All questions carry equal marks
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SECTION – A
(Answer the following: 05 X 10 = 50 Marks)

1   Discuss in detail about the challenges of managing MIS.   10M
OR
2   What are characteristics of MIS? Explain in detail types of MIS system.   10M

3   Explain data warehousing and data mining in detail.   10M
OR
4   How DBMS is superior to conventional file processing system? List out the salient features   10M
    of DBMS.

5   What are the steps involved in the decision-making process.   10M
OR
6   Describe the following: (i) SCM. (ii) Decision support techniques.   10M

7   Explain the planning and implementation phase of SDLC (System Development Life Cycle).   10M
OR
8   Define project. Explain the different types of project.   10M

9   Give the classifications of IS security technologies.   10M
OR
10 Enumerate on information systems and social issues.   10M

SECTION – B
(Compulsory question, 01 X 10 = 10 Marks)

11 Case Study/Problem: 10M
    General electric's research and development centre has developed a natural language
    system called SCISOR (System for conceptual information summarization, organization, and
    retrieval) that performs text analysis and question -answering in a limited, predefined subject
    area (called a constrained domain). One application of this system deals with analysing
    financial news. For example, SCISOR automatically selects and analyses stories about
    corporate mergers and acquisitions from the online financial service of Dow Jones. It can
    process news in less than 10 seconds per story. First, it determines whether the story is
    about a corporate merger or acquisition.

Code: 21E00106

Then, it selects information such as the target, suitor, and price per share. The system
allows the user to browse and ask questions such as, "What price was offered for Polaroid?"
or "How much was Bruck plastics sold for?" The system's effectiveness was demonstrated in
testing when it proved to be 100 percent accurate in identifying all 31 mergers and
acquisitions stories that were included in a universe of 731 financial news releases from the
newswire service. A similar application is a web -based personalized news system that was
developed in Singapore to track business news available in English, Chinese, and Malay,
summarize it, and extract desired personalized news in any of these languages.
Questions:
(i) What are the benefits of analysing financial news via a machine?
(ii) What other applications might be developed with this type of system?
(iii) How could such a system be combined with an internet news dissemination portal such
as money.cnn.com?
(iv) Discuss the reliability factor of such a system.

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