(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7119   Roll No. ☐☐☐☐☐☐☐☐☐☐

MBA

(SEM. III) ODD SEMESTER THEORY
EXAMINATION 2012-13
MANAGEMENT INFORMATION SYSTEM

Time : 3 Hours   *Total Marks : 100*

Note :– (i)   Attempt **all** the questions.

(ii)   All questions carry equal marks.

(iii)   Be precise in your answer.

1.   Attempt any **four** parts of the following :–   **(5×4=20)**

(a)   Discuss applications of cross-functional integrated enterprise systems in business.

(b)   "Many companies plan really well, yet few translate strategy into action." Do you think this is true ?

(c)   How can information technology support a company's business processes and decision making, and give it a competitive advantage ?

(d)   Discuss how sales force automation affects salesperson productivity, marketing management, and competitive advantage.

(e) Has the growth of self-directed teams to manage work in organizations changed the need for strategic, tactical, and operational decision making in business ?

(f) What is the difference between the ability of a manager to retrieve information instantly on demand using an MIS and the capabilities provided by a DSS ?

2. Attempt any **two** parts of the following :– (10×2=20)

(a) Discuss classification of Information system. And elaborate why there are so many conceptual classifications of information systems.

(b) Classify Enterprise Collaboration System. Which of the 14 tools for enterprise collaboration do you feel are essential for any business to have today ? Which do you feel are optional ?

(c) What are some of the limitations or dangers you see in the use of Artificial Intelligence (AI) technologies such as expert systems, virtual reality , and intelligent agents ?

3. Attempt any **two** parts of the following : (10×2=20)

(a) What strategic role can information technology play in business process reengineering ? Differentiate between Business Process Reengineering and Business Improvement.

(b) Discuss how can Internet technologies help a business form strategic alliances with all its stakeholders.

(c) IT can't really give a company a strategic advantage, because most competitive advantages don't last more than a few years and soon become strategic necessities that just raise the stakes of the game. Discuss.

4. Attempt any **two** parts of the following : **(10×2=20)**

(a) What are some of the toughest management challenges in developing IT solutions to solve business problems and meet new e-business opportunities ?

(b) Why has prototyping become a popular way to develop e-business applications ? What are prototyping's advantages and disadvantages ?

(c) What is the difference between the parallel, plunge, phased, and pilot forms of Information System conversion ? Which strategy is best ?

5. Attempt any **two** parts of the following : **(10×2=20)**

(a) Discuss how to draw the line between customer privacy and collecting business information.

(b) Define Enterprise Resource System (ERP). How could some of the spectacular failures of ERP systems have been avoided ?

(c) Define Security challenges of Internet. What can be done to improve security on the Internet ?