

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER – I - EXAMINATION – SUMMER 2022**

**Subject Code: 4519206****Date: 30/07/2022****Subject Name: Management Information Systems****Time: 02:30 PM TO 05:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** Define following terms briefly: **14**
- (1) MIS
  - (2) BPR
  - (3) Information
  - (4) GDSS
  - (5) BI
  - (6) Spam
  - (7) Ergonomics
- Q.2** (a) What is an “IT infrastructure”? List and describe the components of IT infrastructure that firms need to manage. **07**
- (b) Identify and discuss the major types of information systems that serve the main management groups within a business. What are the relationships among these systems? **07**
- OR**
- (b) Using Michael Porter’s Five Forces model describe how business can use Information System to apply competitive strategies. **07**
- Q.3** (a) Supply Chain Management is less about managing the physical movement of goods and more about managing information. Discuss the implications of this statement. **07**
- (b) How do Decision Support Systems (DSS) differ from Management Information Systems (MIS) and how do they provide value to the business. **07**
- OR**
- Q.3** (a) “Day by day enhancement and penetration of IT truncates the new job opportunities”. Do you agree? Elaborate your response with proper examples. **07**
- (b) Explain different types of computer crimes in today’s organization. **07**
- Q.4** (a) Describe challenges posed by an Information Technology to Intellectual Property Rights (IPR). **07**
- (b) Write down short note on: **07**
- (1) IoT
  - (2) M-Commerce
- OR**
- Q.4** (a) How do Customer Relationship Management system help achieve customer intimacy? Illustrate with an example. **07**

- (b) Describe the roles of firewalls, intrusion detection systems, and antivirus software in promoting security. 07

**Q.5 Discuss the below given case study with answers of following questions. 14**

*ABN Amro's Intelligent Move*

ABN Amro the Netherlands' largest bank with a goal to be one of Europe's Top 5 banks underwent massive IT restructuring programs to consolidate their back off with a goal of saving \$300 million per year. ABN had previously outsourced infrastructure and software maintenance and development, and hadn't been completely satisfied. With this round, the biggest change was that ABN Amro took a year to evaluate proposals and prepare, eventually choosing two vendors, IBM and Tata, with a mix of onshore and offshore delivery.

ABN felt that a two vendor strategy provided negotiating leverage. Additionally, the combination of onshore and offshore provided the right mix of business familiarity and technical expertise. Administration costs, obviously increase with two vendors, two sets of SLA's and contracts to manage.

ABN put significant effort into managing the employee transition approach, despite considerable staff cuts and transferring of employees to the vendor, ABN created a message that made sense for the retained IT organization. They would have a better career and more interesting work in the post outsourced organization. ABN has realized substantial cost savings.

**Questions:**

- (a) Evaluate case in terms of benefits those may be observed by ABN?  
(b) If you were a manager of this firm how can you handle transition?  
Discuss.

**OR**

**Q.5 Questions: 14**

- (a) What is an "Outsourcing"? Explain various types of outsourcing. Discuss what types are used in above given case study?  
(b) What are the merits & demerits of doing outsourcing? Explain.

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