

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA- SEMESTER -I - EXAMINATION- SUMMER-2023**

**Subject Code: 4519206**

**Date: 17/07/2023**

**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.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q. No.		Marks
Q.1	Define the below terms with practical examples  (a) Unstructured decision (b) Dashboard (c) E-business (d) Spyware (e) IoT (f) Functional systems (g) HRIS	14
Q.2	(a) Information Systems help to achieve various strategic objectives of an organization. Discuss with relevant examples.	07
	(b) How a TPS can enhancing efficiency of a Hotel Chain.	07
	<b>OR</b>	
	(b) Discuss how credit card companies can use information systems to enhance efficiency of their operations.	07
Q.3	(a) What is an enterprise system? What business processes are supported by them and benefits generated?	07
	(b) Discuss various types of MIS reports required by a branch manager of a bank.	07
	<b>OR</b>	
Q.3	(a) Discuss the role and business value of Executive support systems (ESS) in a firm.	07
	(b) Discuss how financial services firms can use CRM to achieve customer intimacy.	07
Q.4	(a) Discuss the functions and applications of production and operations systems.	07
	(b) Identify and discuss various ethical issues related to information systems of hospitals.	07
	<b>OR</b>	
Q.4	(a) Discuss various lines of defense to ensure information security.	07
	(b) Discuss how business intelligence can generate competitive advantage for an e-tailor with relevant examples.	07

**Q.5 CASE STUDY:**

Don's Lumber Company on the Hudson River is one of the oldest retail lumberyards in New York State. It features a large selection of materials for flooring, decks, moldings, windows, siding, and roofing. The prices of lumber and other building materials are constantly changing. When a customer enquires about the price on pre-finished wood flooring, sales representatives consult a manual price sheet and then call the supplier for the most recent price. The supplier in turn uses a manual price sheet, which has been updated each day. Often the supplier must call back Don's sales reps because the company does not have the newest pricing information immediately on hand.

- (a) Assess the business impact of the current situation on the company. **07**
- (b) How the current processes can be improved using information technology? What data should be captured by the information systems? **07**

**OR**

- Q.5**
- (a) Which information system/systems would you suggest to the company and why? **07**
  - (b) What factors have to be considered before investing into the information systems? **07**

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