

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA (PART TIME)– SEMESTER II– EXAMINATION – WINTER 2019**

**Subject Code: 4529902****Date:06/01/2020****Subject Name: Management Information System****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** Explain the following briefly: **14**
- (a) Business Processes
  - (b) Information System
  - (c) Digital Dashboard
  - (d) Differentiate: Data and Information
  - (e) Computer Crime
  - (f) Internet of Things
  - (g) Encryption
- Q.2** (a) Discuss how Information Systems can be used to gain strategic advantage? **07**
- (b) Why Information requirement changes at different levels of management? Briefly discuss how different Information Systems fulfill these requirements? **07**
- OR**
- (b) Discuss how Marketing Information Systems support major components of marketing function. **07**
- Q.3** (a) Elaborate how CRM systems help a firm implement customer-focused business strategy. **07**
- (b) Discuss the tools and technologies a company can use to safeguard its information systems. **07**
- OR**
- Q.3** (a) Explain how supply chain management systems help reduce the bullwhip effect and other inefficiencies and how they provide value for a business. **07**
- (b) What is an expert system? How does it work? Explain its value to business. **07**
- Q.4** **Case Study**
- Hannaford Bros. may have started as a fruit and vegetable stand in 1883, but it has expanded from its Maine roots to become an upscale grocer with more than 160 stores throughout Maine, Massachusetts, New Hampshire, upstate New York, and Vermont. In March 2008, the supermarket chain disclosed a data security breach; Hannaford said in a notice to customers posted on its Web site that unknown intruders had accessed its systems and stolen about 4.2 million credit and debit card numbers between December 7 and March 10. The breach affected all of Hannaford's 165 supermarkets in New England and New York, as well as 106 stores operated under the Sweetbay name in Florida and 23 independently owned markets that sell Hannaford products.
- In a likely precursor of what was yet to come, two class-action lawsuits were filed against the company within the week. The filers argued that inadequate data security at Hannaford had resulted in the compromise of the personal financial data of consumers, thereby exposing them to the risk of fraud. They also claimed the grocer also appeared not to have disclosed the breach to the public quickly enough after discovering it. Even though the Hannaford breach is relatively small compared with some other corporate security

problems, it is likely to result in renewed calls for stricter regulations to be imposed on companies that fail to protect consumer data. In addition to facing the likelihood of consumer lawsuits, retailers who suffer breaches have to deal with banks and credit unions, which are getting increasingly anxious about having to shell out tens of thousands of dollars to pay for the cost of notifying their customers and reissuing credit and debit cards.

Retailers, on the other hand, have argued that the commissions they pay to card companies on each transaction are supposed to cover fraud-related costs, making any additional payments a double penalty. They also have said that the only reason they store payment card data is because of requirements imposed on them by the major credit card companies. While the ultimate impact of these and other security breaches may be hard to quantify, it represents one of the most important challenges resulting from the ubiquitous use of electronic transaction processing and telecommunication networks in the modern networked enterprise, and one that is likely to keep growing every day. The security of customer and other sensitive data also represents one of the primary concerns of IT professionals.

(a) Discuss consequences of data security breach for an organized retailer like Hannaford Bros.? 07

(b) What steps may the company take to avoid such issues in future and to compensate for the damage done to the company due to such security breach? 07

OR

(a) Discuss the ethical responsibilities of the managers of the company in the given situation. 07

(b) Discuss tools/technologies that can be used by Hannaford Bros. to strengthen security of its information resources. 07

#### Q.5 Case Study

Located in Portland, Oregon, with more than 1,000 employees, adidas America produces athletic footwear, apparel, accessories and equipment products. With roots reaching back to 1949, adidas America is part of a larger organization that strives to be the global leader in the sporting goods industry. Adidas products are available in virtually every country.

A leader in its industry, adidas America recognized that it could increase its sales potential by automating many components of the sales process. The company's sales representatives were required to borrow a customer's phone or use their personal mobile phones to check warehouse inventory and this slowed sales momentum. Lacking real-time access to information, some sales representatives would prepare for a meeting with a customer by checking inventory before they left the office. However, if an item wasn't available when the sales representative returned to the office, the rep would have to contact the customer to change the order. Sales representatives could not quickly and easily check inventory from the field while meeting a customer. Back-office staff had to continuously handle queries from sales representatives about inventories (nearly 120 queries each day), and a lot of time was spent on phone calls between sales and back-office staff. Its team of 200 sales representatives had been using BlackBerry handheld devices for email.

(a) Which type of Enterprise System may help the company solve the problems mentioned in the case? Justify your answer. 07

(b) Discuss impact of such Enterprise System on the business processes, customer service and overall business. 07

OR

(a) Describe the current selling process and suggest how this business process can be improved. 07

(b) Discuss how current technologies can help the company in ensuring "Real-time" access to information. 07

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