UNIVERSITY OF PETROLEUM & ENERGY STUDIES
End Semester Examination (Online), May 2021

Program: MBA-CORE **Semester: II**
Subject/Course: MANAGEMENT INFORMATION SYSTEM **Max. Marks: 100**
Course Code: DSIT 7009 **Duration: 3 Hours**

SECTION A
1. **Each Question will carry 5 Marks.**
2. **Instruction: Complete the statement / Select the correct answer(s)**

Q.No		CO
Q1	The five competitive strategies which businesses can develop to counter the competitive forces are _____, _____, _____, _____ and _____	**CO1**
Q2	Define an information system, and explain how information systems are transforming business and what is their relationship to globalization?	**CO2**
Q3	Discuss as to how Information systems that link the enterprise improve organizational performance?	**CO3**
Q4	Define and explain the Prototyping method for building information systems.	**CO5**
Q5	Briefly describe Relational Data Base Management System and its features?	**CO5**
Q6	Define the elements of a system in the case of a Business Organization.	**CO2**

SECTION B

1. **Each question will carry 10 marks**

Q7	Differentiate between DSS, MIS and EIS in a tabular form. Why are these important tools used by strategic users in businesses? Also give suitable examples where each of these tools is used for decision-making. **OR** How does Porter's competitive forces model help companies develop competitive strategies using information systems. Describe how information systems can support each of these competitive strategies and give examples.	**CO1**
Q8	a) Explain the major steps in implementation of MIS design? b) Elaborate the challenges associated with successful implementation of MIS?	**CO5**
Q9	a) How can Internet technologies help a business form strategic alliance with its customers, suppliers, and others? b) What do you understand by Feasibility Study in MIS? Explain the different types of feasibility study and their relevance with examples	**CO3**

Q10	a) What are your major concerns about computer crime and privacy on the Internet? How can you protect Privacy and ensure Confidentiality? Explain. b) Explain the various tools used for Structured Analysis and Design.	**CO4**
Q11	Explain system, its characteristics and types of systems giving examples for each type. Elucidate the role of the System Analyst and elaborate what skills he/she must possess	**CO2**

	SECTION C – 20 MARKS	
Q12	## Case Study - Information System in Restaurant 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' tastes. 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 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:** a) In the light of the system, describe the decisions to be made in the area of strategic planning, managerial control and operational control? What information would you require to make such decisions? b) What would make the system a more complete MIS rather than just doing transaction processing? c) Explain the probable effects that making the system more formal would have on the customers and the management. d) Explain the role of the Business Analyst for this case, and elaborate his role and responsibilities to maximize its ROI.	**CO4**

ANSWERS