Reg. No. \_\_\_\_\_\_\_\_\_\_\_\_\_



**End Semester Examination – Nov / Dec – 2019**

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| **Code :** | **17CS2048** | Duration : | **3hrs** |
| **Sub. Name :** | **MANAGEMENT INFORMATION SYSTEMS** | Max. marks : | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. | a. | What are the three levels of management? At each level specific information sytems are required. Explain the framework for information system in detail with a neat diagram. Describe the various characteristics and the different types of reports that are needed at each level. | CO5 | 10 |
| b. | Illustrate the six steps by using system approach in problem solving. | CO4 | 10 |
| **(OR)** | | | | |
| 2. | a. | Name the four learning disabilities that interfere with systems linking. In system thinking “there is no blame”. Explain in detail. | CO3 | 8 |
| b. | List the five competitive forces. Describe the competitive impact of the following information system.   * Singapore tradeNet * Baxter Healthcare System. | CO3 | 12 |
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| 3. | a. | The following organizations used reengineering. Explain how information technology was taking a major factor in facilitating the reengineering of each process.   * Ford’s accounts payable process * Hewlett-packard’s purchasing process. | CO1 | 10 |
|  | b. | List the various business processes and illustrate how information technology can support to redesign these business processes. | CO1 | 10 |
| **(OR)** | | | | |
| 4. | a. | Elucidate the different types of storage media and devices with suitable diagrams. | CO4 | 10 |
|  | b. | Jolincraft is a small company that produces cedar furniture for outdoor patios. The company has been in business only one year, but the sales of its products have been growing rapidly because the furniture is relatively in-expensive, strong and free of maintenance. The company is considering the acquisition of a minicomputer system to improve the efficiency of its accounting system. It realizes that it will need to purchase one or more printers to produce printed invoice, orders, customer statements and financial statements of the firm.   1. What are the different types of printers available in the market? Give a detail description about each type. 2. What factors should the company consider when selecting its printers? 3. What type of printer do you recommend for it and why? | CO4 | 10 |
|  |  |  |  |  |
| 5. | a. | Compare and contrast the following in terms of application software:   1. Custom Vs Commercial software 2. Shareware and Freeware 3. Single-user Vs Multi-user programs | CO5 | 10 |
|  | b. | Mention the different type components of database nmanagement systems. Select three components that you consider important to the decision-making capabilities of a manager. Explain why do you think these components are more important than others. | CO5 | 10 |
| **(OR)** | | | | |
| 6. | a. | Networks are often very expensive additions to a computer system. Such expenses would be incurred if an organization did not have important reasons for them. Discuss the important reasons for implanting networks in an organization in detail with a case study. | CO6 | 10 |
| b. | Explain the term backbone network. | CO6 | 5 |
| c. | List and describe the various types of database models. | CO4 | 5 |
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| 7. | a. | Daniel distributors, a wholesaler, has a home office in Los Angels and 95 field representative and seven warehouses scattered in three western states. The bulk of the administrative and clerical staff is located in the home office. The field representative work out of offices in the warehouse.  How do you recommend that the organization distribute   1. Payroll and personnel data 2. Inventory data 3. Sales data | CO2 | 8 |
| b. | Draw the block diagram of an integrated financial accounting system and its major components. Briefly examine each of the financial accounting systems. | CO1 | 12 |
| **(OR)** | | | | |
| 8. | a. | Describe the phases of building an expert system with appropriate diagram and examples. | CO1 | 12 |
| b. | Compare and contrast the operational with tactical marketing information systems in terms of the type of data they process and the types of output they produce. | CO2 | 8 |
|  | | **Compulsory**: |  |  |
| 9. | a. | Sterling industries is a $200 million company in the textile manufacturing industry. Most of the information systems that have been developed use traditional files. Managers at sterling industries are demanding that new applications to be developed in the areas of sales and distribution. Conversion of an old batch order entry and inventory control system to an online system is the major need. However the managers in every area have their own critical need. Explain what business systems planning method can be used for remedy of the problems that the industry is experiencing. Justify your answer. How do you describe the steps and the outcomes of such study? What would be the roles and responsibilities of data processing management and user management in conducting the study? | CO1 | 10 |
| b. | Number of threats are common to computer systems and deserve the careful attention of managers. Explain each threat with suitable examples. | CO2 | 10 |